APRIL 9, 1956 35c PER COPY

BROADCASTING TELECASTING

N THIS ISSUE:

25TH year

60 seconds is all it takes...

After many unsuccessful attempts to find a long-burning material to use inside his incandescent lamp, Thomas Edison experimented with a bamboo strip . . . and, in perhaps less than 60 seconds, the electric bulb was born.

Today, to shed new light on *your* products' market potential—sun lamps in the North, fog lights in the South—to sell merchandise most anywhere . . . . . 60 seconds is all it takes on Spot Radio.

Spot Radio costs *less* to reach *more* of *your* potential customers . . . whoever they are . . . wherever they might be . . . at the precise time and place of *your* choice.

60 seconds—or *less*—is all it takes to sell *more* with the right, bright buy—Spot Radio.

WSB . . . Atlanta	NBC	
WFAA* Dallas, Fort Worth	NBC, ABC	
WIKK . . Erie	NBC	
KPRC* . Houston	NBC	
WJIM . . Lansing	NBC, ABC	
KARK . . Little Rock	NBC	
KABC . . Los Angeles	ABC	
WISN . . Milwaukee	ABC	
KSTP . . . Minneapolis, St. Paul	NBC	
WABC . . New York	ABC	
WTAR . . Norfolk	CBS	
WIP . . . Philadelphia	MBS	
WRNL . . Richmond	ABC	
KCRA . . Sacramento	NBC	
WOAI* . San Antonio	NBC	
KFMB . . San Diego	CBS	
KGO . . . San Francisco	ABC	
KMA . . . Shenandoah (Iowa)	ABC	
KTBS . . . Shreveport	NBC	
KVOO . . Tulsa	NBC	
ABC . . . Pacific Radio Regional Network		

* Also represented as key stations of the TEXAS QUALITY NETWORK.

Represented by

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

...NOT SEVENTEEN?

YES...WBRE-TV does have a 17 County Coverage

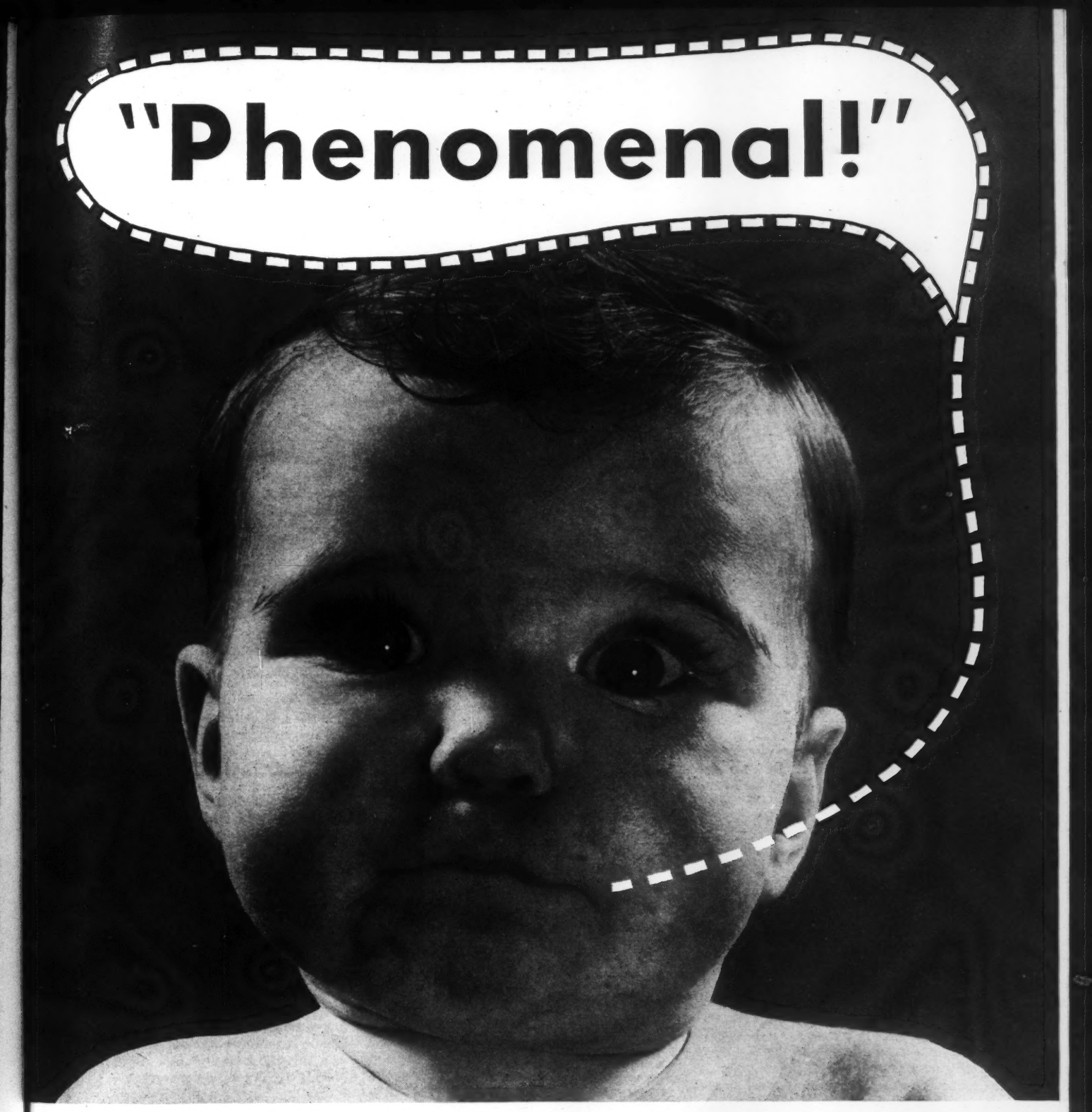
When it comes to trophies, hang up the latest ARB Survey figures for this rapidly growing N. E. Pennsylvania TV market. WBRE-TV has 7 out of the top 10 evening shows, 13 of the top 20 and 26 of the top 50 in a five station market. Of the three major network stations in the Wilkes-Barre-Scranton metropolitan market, WBRE-TV's daytime leadership (7 A.M. to 6 P.M. - Mon. thru Fri.) adds up to 101 quarter hours, station (B) 66 and station (C) 47 . . . in overall nightime coverage (6 P.M. to Midnight - Sun. thru Sat.) WBRE-TV . . . 83 periods, station (B) 67 and station (C) 16. Additional facts and figures that make WBRE-TV a best of buys are obtainable from us or your Headley-Reed representative.

AN NBC BASIC BUY : National Representative : The Headley-Reed Co.

Counties Covered: LUZERNE LACKAWANNA LYCOMING COLUMBIA SCHULYKILL NORTHUMBERLAND MONROE PIKE WAYNE WYOMING SULLIVAN SUSQUEHANNA BRADFORD UNION SNYDER MONTOUR CARBON

The antlers of the American Moose has been known to measure 17 and more hands across, and is one of the largest and most powerful of all hoofed mammals.

WBRE
TV Channel 28
WILKES-BARRE, PA.



...Those New KRNT-TV Ratings

Katz Has The Facts On That—
Very Highly Audience Rated,
Sales Results Premeditated,
CBS Affiliated
Station In Des Moines!

DES MOINES TELEVISION
KRNT CBS TV
CHANNEL 8 IN IOWA

WHEN it comes to coaxing dimes from purses, the Pepsi-Cola Bottling Company of Huntington is used to success. Yet even *its* eyebrows arched in amazement recently after totting up some figures.

With television—and *only* WSAZ-TV—this company raised to a new sales peak during 1955. In fact, by percent, it topped all 79 cities in an entire six-state sales region!

P.S. WE GOT THE RAISE..

That's what the man who owns the Huntington Pepsi-Cola Bottling Company says. He credits WSAZ-TV with a lion's share of responsibility for this 1955 raise in sales. "And," he adds, "I intend to continue TV advertising in the future."

Happens all the time here in our Industrial Heart of America. Advertisers know that WSAZ-TV, all by itself, can do a phenomenal job of tapping the *four-billion-dollar* buying potential in our five-state area—a rich realm where WSAZ-TV is a dominant influence.

Hoisting sales curves is a WSAZ-TV specialty. Give yours a lift by calling the nearest Katz office today!

Huntington-Charleston, West Virginia
CHANNEL 3
Maximum Power
NBC BASIC NETWORK
affiliated ABC

WSAZ

TELEVISION
also affiliated with Radio Stations WSAZ, Huntington & WGKV, Charleston
Lawrence H. Rogers, Vice President and General Manager, WSAZ, Inc.
represented nationally by The Katz Agency

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

closed circuit®

TV SWITCH? • FCC now is in "let's do something" mood on tv allocations, and selective deintermixture again is being seriously considered. Both Chairman McConnaughey and Comr. Lee at two meetings held last week (Monday and Friday) evinced new interest in making certain markets all v or all u, but on case-by-case basis. With Comrs. Hyde and Bartley long committed to consideration of deintermixture without awaiting overall rule-making, FCC could move swiftly in that direction. Comrs. Webster and Mack presumably would go along to get things done. Comr. Doerfer, so far, hasn't changed his stance.

B•T

AMONG plans reportedly kicking around FCC on tv allocations is one originated in engineering department proposing ultimate transition, within five-10 year period to uhf, with vhfs to operate simultaneously on both channels until transition is completed. But it isn't expected to get off ground. Biggest worry of vhf licensees is that FCC may go for some degree of "drop-in" technique, and that once it starts, it will be hard to stop.

B•T

ON WITH SHOW • Efforts of toll tv advocates to have Senate Commerce Committee postpone its April 23 session to hear pros and cons of subscription television have been rebuffed by network and other representatives contacted. Report current last week was that Harry M. Plotkin, counsel for International Telemeter (Paramount Pictures), one of three subscription tv applicants, had contacted parties on postponement but that attitude was that proceeding should go on as scheduled.

B•T

LIKELIHOOD of favorable action on administrative agency pay increase bill, which includes FCC, was seen last week. Chairman Olin D. Johnston (D-S. C.) of Senate Post Office and Civil Service Committee, has asked for comments. House has approved recommendation of increase in FCC commissioners' pay from $15,000 to $19,000. Senate committee plans hearing near end of April on House bill and on Senate bill putting figure at $20,000—recommended by White House. Committee probably will report out $20,000 version, with possibility of enactment before current session closes about July 1.

B•T

COUNTEROFFENSIVE • Concentrated attacks of legislators, regulators and private groups on tv commercials and programming are behind special meeting of NARTB's Television Information Committee today (Monday) in New York. Among steps to be proposed will be organized public relations campaign to acquaint public with industry's success in weeding out bait-switch plugs, windy commercials and excessive violence.

UNDER study in jointly sponsored "color cavalcade" merchandising promotion slated for Carson, Pirie & Scott, Chicago department store, during NARTB convention week is plan to invite Carson suppliers to store and display their products on closed circuit color tv. Project is being backed by RCA distributors group, Owens-Corning Fiberglas Corp. and Carsons.

B•T

SENATE SNOOPING • In preparation by staff of Senate Commerce Committee is confidential questionnaire to all network affiliated tv stations, whether primary or secondary. Tentatively scheduled to be dispatched by this month over signature of Chairman Magnuson (D-Wash.), questionnaire would elicit information on option time, must-buys, station coverage patterns, network requirements and presumably also data on profits, losses, line charges, etc.

B•T

WHILE no formal request has yet been filed, there were signs last week that number of tv program syndicators would follow lead of KTTV (TV) Hollywood President Richard A. Moore and request opportunity to testify before Senate Commerce Committee against network option time must-buys and other programming practices purportedly resulting in "block booking." Station representatives, presumably through their trade association, Station Representatives Assn., also expected to appear, though time not yet designated.

B•T

30 MINUTES TO GO • CBS-TV late Friday signed new client of Norman, Craig & Kummel, New York, for one hour weekly of 90-minute *Playhouse 90*, beginning in fall. Client reportedly is manufacturer of small appliances. Contract is said to boost NC&K's rising tv activities by additional $4.6 million.

B•T

WITH change of WXEL (TV) Cleveland call to WJW-TV becoming effective April 15, Herbert Mayer, who sold his Empire Coil Co. (including WXEL and KPYV [TV] Portland, Ore.) to Storer Broadcasting Co. for $8.5 million, intends to keep the WXEL call in his family. He's planning to use it for his Boston ch. 38 permit (now WHMB [TV]).

B•T

INTRODUCTORY COURSE • When Senate Small Business Subcommittee begins hearings (now apparently early in May) on daytime broadcasting [B•T, March 26] sessions will be kicked off by well-known physicist (probably an MIT professor) who will lay groundwork on radio propagation for edification of subcommittee—Sens. John F. Kennedy (D-Mass.), chairman, Wayne Morse (D-Ore.) and Andrew F. Schoeppel (R-Kan.).

FORMATION of an "Fm Defense Committee" to protect fm allocations from outside encroachment and also to foster orderly activation of multiplexing on fm channels to provide functional and other music services to business establishments, is being actively considered. Meeting of fm operators set for 6 p.m. Sunday, April 15, at Conrad Hilton, Chicago, in conjunction with NARTB convention at call of Edward A. Wheeler, WEAW-AM-FM Evanston, Ill., present fm committee member; H Quenton Cox, KQFM Portland, fm director and chairman of NARTB's fm committee, and Ben Strouse, WWDC-AM-FM Washington, former NARTB fm director.

B•T

ON SPOT • Group of non-network owned tv stations represented by CBS Television Spot Sales scheduled to meet April 10 in Washington with FCC's Network Study Staff. Stations invited include WCAU-TV Philadelphia, Pa.; WBTV (TV) Charlotte, N. C.; KSL-TV Salt Lake City, Utah; WTOP-TV Washington, D. C.; WMBR-TV Jacksonville, Fla.; KGUL-TV Galveston, Tex.; WBTW (TV) Florence, S. C., and KOIN-TV Portland, Ore. Staff is also making arrangements with stations represented by NBC Spot Sales, and with affiliates advisory committees of ABC, CBS and NBC.

B•T

COLORADO Republicans are reported grooming Rex Howell (KFXJ-AM-TV Grand Junction, Colo.) to run against Rep. Wayne N. Aspinall (D-Colo.), who has served in Congress for three terms since 1948. Mr. Howell is said to be available if his party wants him.

B•T

BUSINESS AND PLEASURE • Dunnan & Jeffrey Inc., New York, advertising agency for Pink Ice, Drops of Gold and Tinje Magic Color shampoo, will meet with station people at NARTB convention in Chicago next week to plan television and radio spot campaign that advertiser is about to place. Agency will have hospitality suite (2239-2240) at Conrad Hilton Hotel. Client has already bought radio saturation campaign, using 210 announcements per week, in New York for its newest product, Tinje shampoo. Martin Himmell, president of Dunnan & Jeffrey, will be at convention to meet radio and tv station executives.

B•T

WAYNE COY, president of KOB-AM-TV Albuquerque and former FCC Chairman (1947 - 1952), won't be able to make NARTB convention in Chicago on doctor's orders. Mr. Coy reports he has shown improvement from heart seizure suffered several months ago and is now back on the job about half-time.

It's happening fast . . . in Minneapolis-St. Paul!

5 4 3 2 1

WDGY leaps to 2nd place in audience after just 5 weeks of Mid-Continent Programming

WDGY 2nd among principal stations, says Hooper:

Station "A" 26.0%

WDGY 16.3%

Station "B" 15.7%
Station "C" 13.1%
Station "D" 9.0%
Hooper, March, 1956
7 a.m.-6 p.m., Mon.-Sat.

That's how fast listening habits are changing in Minneapolis-St. Paul as a result of just 5 weeks of Mid-Continent ideas, music and news. Add to this momentum WDGY's big, 50,000 watt coverage—plus an almost perfect-circle daytime signal . . . and you can see why in Minneapolis-St. Paul . . . the exciting buy is WDGY! Talk to Avery-Knodel, or WDGY General Manager Steve Labunski.

WDGY *50,000 watts Minneapolis-St. Paul*

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WDGY, Minneapolis-St. Paul
Represented by
Avery-Knodel, Inc.

KOWH, Omaha
Represented by
H-R Reps., Inc.

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

at deadline

BIOW AGENCY CLOSING DOORS JUNE 30; CLIENT LIST SCANNING OTHER AGENCIES

THE 38-year-old Biow Co. will cease operations on June 30, it was announced over weekend by Milton H. Biow, board chairman, who founded company and saw it grow to more than $50 million in billing at one time. He will retire from advertising agency field "to devote my time and my efforts to other ventures in which I have long been interested.

MR. BIOW

"I have devoted an entire business lifetime to the advertising profession," Mr. Biow stated, "and I have enjoyed every minute of it. But after 40 years of intensive application, I feel that I can now pursue other interests."

Announcement was made three months in advance, Mr. Biow stated, "to give both the company's clients and its personnel all possible time in which to make other plans."

Procter & Gamble, which had used Biow Co. for Spic and Span, Fluffo and Lilt, will spread products among present five agencies and possibly one other. Spic and Span and possibly Fluffo may go to Benton & Bowles, Leo Burnett, Young & Rubicam or Dancer-Fitzgerald-Sample, with Lilt a possibility for Compton Adv. Kenyon & Eckhardt may be newly-appointed to list of P&G agencies.

Hudson Pulp & Paper Co., New York, also handled by Biow, has been screening other agencies and is expected to name one of following next week: Lennen & Newell, Doyle Dane Bernbach or Norman, Craig & Kummel.

Murrow, Stanton, Paley Top Men on CBS Payroll

NEWSMAN Edward R. Murrow, President Frank Stanton and Board Chairman William S. Paley, in that order, were highest paid directors or officers of CBS Inc., in 1955, according to company proxy statement issued in preparation for annual stockholders meeting April 18. Remuneration to Mr. Murrow totaled $316,076 (not counting his share of $105,600 royalties paid to Persons to Persons Corp., of which he, his son Casey, and his mother own 32.5%); to Mr. Stanton $281,522, and to Mr. Paley $225,000. In addition, pension plan payments for Mr. Stanton totaled $12,335 and for Mr. Paley $16,526.

Other top-paid officers included J. L. Van Volkenburg, president of CBS-TV, $115,000 (plus $14,559 pension plan payments); Arthur Hull Hayes, president of CBS Radio, $42,307 ($8,788 toward pension plan); James B. Conkling, president of Columbia Records, $74,999 ($6,815 toward pension plan); Charles F. Stromeyer, president of CBS-Hytron, $59,999 ($3,527 toward pension plan), and Henry C. Bonfig, president of CBS-Columbia, $40,154. During year, options were granted Mr. Hayes and Mr. Bonfig to buy 7,650 shares of Class A stock each, Mr. Hayes at $21.81 and Mr. Bonfig at $27.94 (stock was selling at figures higher than those when options granted; was selling late last week at about $26.25).

Largest stockholder among current directors, Chairman Paley, shown with 120,199 shares of Class A beneficially owned and 694,467 Class B. These represent 2.92% of outstanding Class A and 20.62% of Class B, and 10.9% of all CBS Inc. outstanding stock. These totals, as of Jan. 16, raised to 161,398 Class A and 783,109 Class B when holdings of "associates" were counted. President Stanton beneficially owned 106,138 Class A and 31,288 Class B. Leon Levy, long identified with CBS and now president of Delaware River Terminal & Warehouse Co., shown as beneficially owning 44,009 Class A and 126,157 Class B.

Proxy statement also shows that during 1955 Adrian Murphy, who resigned as CBS Radio president; Seymour Mintz, who resigned as CBS-Columbia president, and Mr. Van Volkenburg exercised stock options granted previously. Mr. Mintz acquired 7,050 shares of Class A, Mr. Van Volkenburg, 5,650, and Mr. Murphy 3,672.

Election of CBS Inc. directors (re-election of incumbents proposed by management) and of independent public accountant are only specific business mentioned on meeting agenda.

McFadden Succeeds Shea As WRCA-AM-TV Chief

THOMAS B. McFADDEN, vice president of NBC Spot Sales, promoted to vice president in charge of NBC-owned WRCA-AM-TV New York, Charles R. Denny, vice president in charge of NBC owned stations and NBC Spot Sales, is announcing today (Monday). Mr. McFadden succeeds Hamilton Shea, who announced resignation Friday (effective April 15) to join WSVA-AM-FM-TV Harrisonburg, Va., in which he has acquired interest (story page 35). John H. Reber, director of television sales for NBC Spot Sales, was named to succeed Mr. McFadden as spot sales director.

Mr. McFadden joined NBC in 1934 as member of guide staff. He was promoted to newsroom in 1935, and added news broadcasting short time later. After World War II duty as Air Force pilot, he served successively as newswriter, director of news and special events for WRCA (then WEAF), assistant manager and then manager of station. In 1948 he became first general manager of WRCA-TV (then WNBT) and two years later was made general manager of KRCA (then KNBH) Los Angeles, returning to New York to head spot sales in April 1952. Mr. Denny, announcing newest assignment, praised his "outstanding leadership" in building NBC Spot Sales and said that "I have long been aware of his desire to return to the station management field and I welcome him into the position of second in command in the NBC owned stations division."

Mr. Reber joined NBC in 1946 and served consecutively as program manager and sales manager of WRCA-TV before moving into spot sales in 1952.

• BUSINESS BRIEFLY

BIG PUSH FOR REVLON • Revlon Products Corp., N. Y., launching intensive tv spot campaigns for number of products through its three agencies. Emil Mogul Co., N. Y., placing 13-week saturation spot campaign for Silken Net in 40-50 markets starting May 8 and eight-week test for Hi and Dri in three markets effective May 6. BBDO, N. Y., effective April 23, buying six-week spot schedule in 10 major markets for Satin Set and lipsticks as well as nail polish. C. J. LaRoche, N. Y., placing five-week special Mother's Day promotion for Intimate perfume in 20-25 major markets, and, starting April 15, 11-week campaign for Love Pat in 25 markets as well as 10-week, 35-market drive for Moondrops facial tonic.

GILLETTE PLANNING • Gillette Safety Razor Co., through Maxon Inc., N. Y., preparing radio spot announcement campaign in 35 large cities starting May 15.

TV FOR INSECTICIDES • Gulf Spray and Trak (insecticide), through Young & Rubicam, N. Y., planning television spot announcement campaign effective April 23 for 13 weeks.

TIRES ANGLING • Hood Tire Div. of Goodrich Rubber Co., Akron, Ohio, through Griswold Eshelman, Cleveland, placing quarter-hour fishing film next to sports programs in number of markets effective May 1 for 13 weeks.

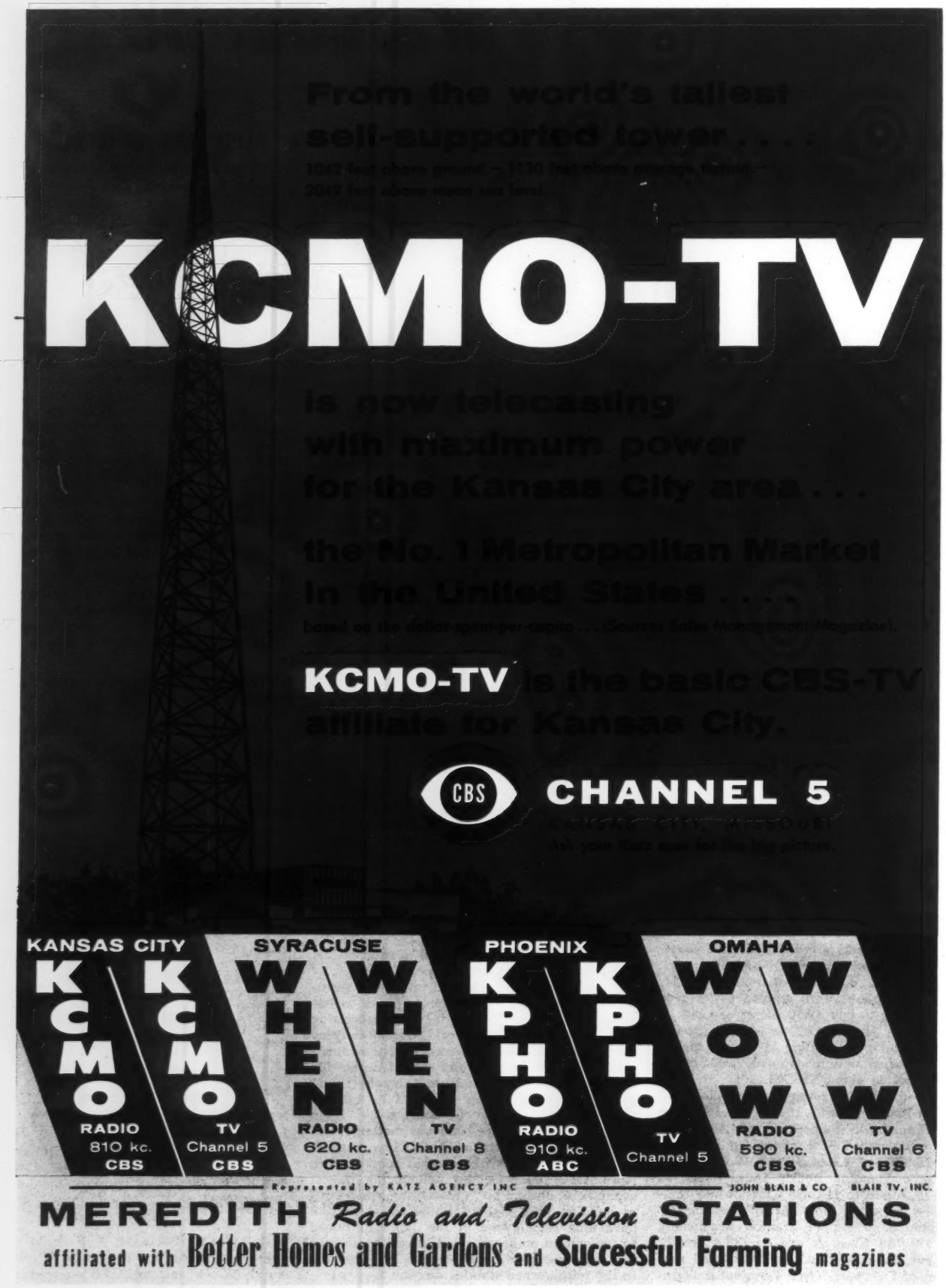
MOVING TIME • Eastman Kodak, Rochester, through J. Walter Thompson Co., N. Y., currently sponsoring *Screen Directors Playhouse* on NBC-TV, Wed., 8-8:30 p.m., effective July 4 moves to ABC-TV in Wed., 9-9:30 p.m. spot, replacing *Masquerade Party*. Latter program moves to Saturday, 10-10:30 p.m. with sponsors, Esquire and Pharmaceutical Inc., expected to remain with *Masquerade* at new time.

CITRUS CONSIDERING • Florida Citrus Commission through Benton & Bowles, N. Y., large spot advertiser, understood considering network show for fall. Commission will have meeting in Florida in June to decide definite budget plans. Meanwhile, agency has been looking over network availabilities.

P&G MAY ALTERNATE • Procter & Gamble reportedly considering alternate-week sponsorship, perhaps starting late this month, of NBC-TV's new *National Bowling Champions* show which started last night (Sun., 10:30-11 p.m.). Agency: Leo Burnett Co., Chicago. General Cigar already signed as one alternate-week sponsor.

NETWORK SALE FOR ZIV? • General Foods Corp. understood considering *The West Point Story*, Ziv tv film series, as possible successor to its *Mama* series (CBS-TV, Fri., 8-8:30 p.m.). It would be widely-syndicating Ziv's first network sale. Agency: Benton & Bowles, N. Y.

FOUR-CITY HOOKUP • F & M Schaefer Brewing Co., through BBDO, N. Y., will sponson NBC-TV telecast, 11:15 p.m.-12:45 a.m. EST, on April 21 to New York, Hartford, Philadelphia and Washington, of the Lambs Gambol (made up of top actors) performing at New York's Waldorf-Astoria.


From the world's tallest self-supported tower . . .
KCMO-TV
is now telecasting with maximum power for the Kansas City area . . .
the No. 1 Metropolitan Market in the United States . . .
KCMO-TV is the basic CBS-TV affiliate for Kansas City.
CBS
CHANNEL 5
KANSAS CITY
KCMO RADIO 810 kc. CBS
KCMO TV Channel 5 CBS
SYRACUSE
WHEN RADIO 620 kc. CBS
WHEN TV Channel 8 CBS
PHOENIX
KPHO RADIO 910 kc. ABC
KPHO TV Channel 5
OMAHA
WOW RADIO 590 kc. CBS
WOW TV Channel 6 CBS
Represented by KATZ AGENCY INC
JOHN BLAIR & CO
BLAIR TV, INC.
MEREDITH Radio and Television STATIONS
affiliated with Better Homes and Gardens and Successful Farming magazines

at deadline

ReaLemon-Puritan Places $300,000 in Network Radio

NEW $300,000 saturation campaign involving participations on three radio networks revealed Friday for ReaLemon-Puritan Co. (lemon juice). Company has bought, through Rutledge & Lilienfeld Inc., Chicago, about 18 spots per week on NBC's *Weekday* service; two five-minute segments weekly on ABC Radio's *Breakfast Club,* and one five-minute segment on weekly CBS Radio *Robert Q. Lewis Show.* Network timebuys, each reportedly for 13 weeks, are base of firm's spring-summer drive, to be supported with continuing radio-tv spot schedule and printed media [B•T, March 12].

NARTB's Chicago Convention Expects Record Attendance

ATTENDANCE at NARTB Chicago convention April 15-19 will far exceed all previous records, judging by advance registration. Friday check of Conrad Hilton headquarters showed 1,705 paid registrations of which 1,322 are management and 383 engineering (early convention story page 52).

Registration at same point year ago was 1,293 compared to 1,231 in 1954 and 1,114 in 1953. Joseph M. Sitrick, NARTB publicity-information manager, said prepaid delegates would easily pass 1,800 by this (Mon.) morning. Total attendance expected to approach 3,500, including 40 NARTB staff people, 100 speakers and guests, 100 press, 1,000 exhibitor representatives and at least 100 one-day registrants. In addition many persons not officially connected with convention will be in Chicago for event.

FCC Answers Evins Queries

FCC sent answers Friday to controversial questionnaire asked by Evins committee (subcommittee of House Small Business Committee, headed by Rep. Joe L. Evins [D-Tenn.]). Questions regarding tv hearing cases and who handled were answered with everything on the record, but confidential staff memos retained as outside scope of general inquiry. List of commissioners' and staff trips also detailed, but question of gratuities or honorariums left blank, Commission reportedly feeling that if committee has specific questions on that it should ask commissioner or personnel to appear. Commission also informed committee that if it had specific questions on specific tv cases, it would be glad to try to answer them.

Jerrold Asks for 'Peashooter'

APPLICATION filed with FCC by Jerrold Electronics Corp., asking 90-day authority to operate translator "peashooter" operation from site near Ellensburg, Wash. Jerrold proposal would pick up vhf signals (KXLY-TV Spokane and KOMO-TV and KING-TV, both Seattle), convert them to uhf (chs. 72, 74, 76) and distribute translated signals via cable. In comments filed to FCC's translator proposal, Jerrold announced it would ask for experimental authority to test its translator-coaxial cable [B•T, March 12]. Distributing company is Ellensburg-Jerrold Tv Cable Corp. Authority asked would run from May 1 to July 29, 1956.

ORANGE BLOSSOMS

FRESH from its April 17-18 coverage of Ranier-Kelly nuptials in Monaco, ABC Radio plans coverage April 19-20 of Margaret Truman-Clifton Daniel Jr. wedding. Schedule includes 8-8:15 p.m. EST broadcast from Kansas City reviewing wedding preparations on April 19, and next day, 4:45-5 p.m. EST, program on arrival of wedding party and guests at Independence, Mo., church, and at 5:05 p.m., for perhaps 10 minutes or more, wedding party's departure from church. Ted Malone of ABC and Dick Smith, program director, KMBC Kansas City, will handle commentary.

'New Sounds for You' Disappears From ABC Radio

IN MOVES spelling elimination of *New Sounds for You* programming concept, ABC Radio reported Friday it will begin broadcasting today (Mon.) two live musical program series on across-the-board basis. In 8-9:25 p.m. EST period, ABC Radio will carry *American Music Hall,* featuring 35-piece ABC orchestra, except from 8:30-9 p.m. EST on Monday when *Voice of Firestone* is carried and on Wednesday from 8:30-8:55 p.m. when *High Moment* is presented. From 9:30-9:55 p.m. EST, network will carry *Best Bands in the Land,* featuring top bands in local originations from hotels and ballrooms throughout country.

WMCA Adds to Reward For Columnist's Assailant

WMCA New York added $2,500 Friday to rewards posted for capture of thug who threw sulphuric acid into face of Victor Riesel, crusading labor columnist, short time after he had completed appearance on WMCA's midnight-to-2 a.m. *Barry Gray Show* Thursday morning. In broadcast Mr. Riesel, whose anti-Communism, anti-racketeering column appears in *New York Daily Mirror* and 192 other newspapers, condemned racketeering in international union of operating engineers. Both eyes were injured in attack and doctors said it might be several days before they know whether they could save his sight. WMCA offer pushed total rewards for capture of assailant well past $15,000 figure.

SHIRTS AND SETS

PLANS announced Friday for joint advertising and promotion campaign this fall by Cluett, Peabody & Co. (Arrow shirts) and RCA Victor Television Div. centering around theme, "The Look of Compatible Color." Campaign designed to promote sale of CP's dress shirts and casual wear and RCA Victor's color tv receivers through use of NBC-TV's *Producers' Showcase* color show, Radio-tv spot announcements, magazine advertising and point-of-sale displays.

PEOPLE

TITUS HAFFA, president and majority stockholder of Webster-Chicago Corp. (tape recorders, other electronic products), adds duties of board chairman, effective April 30. He succeeds **RUDOLPH F. BLASH,** who died of heart attack Tuesday (early story page 130).

HOWARD L. LETTS, operations manager, and **GEORGE R. MAREK,** manager of record albums department, RCA Victor Record Div., N. Y., elected RCA vice presidents Friday.

GEORGE M. PERKINS, program manager WHDH Boston for past nine years, named manager of WROW Albany, effective May 1.

CURTIS BERRIEN named group head in copy department, Foote, Cone & Belding, Chicago. Copy director for past five years at Needham, Louis & Brorby, same city, he will work on new Ford Motor Co. account.

JEROME B. KATES, television producer, MacManus, John & Adams, N. Y., expected to join NBC-TV shortly as network television producer.

O. GLEN (RED) KENNEDY, with Lehn & Fink Products Corp., N. Y., since 1952 in various sales executive capacities, appointed general manager of company's Lehn & Fink Div., with responsibility over sales, advertising, promotion and merchandising.

GEORGE J. ABRAMS, vice president in charge of advertising, Revlon Products Corp., N. Y., elected to board of directors of Assn. of National Advertisers, filling vacancy caused by resignation of **CHARLES W. RICE** from American Viscose Corp. to join J. Walter Thompson, N. Y.

BEN GRAUER, NBC commentator, named Chevalier of Legion of Honor by French government.

Networks Behind Reserve Week

PLANS for extensive on-air promotion in support of Military Reserve Week, designated as April 22-28 by President Eisenhower and designed to center attention on importance of reserves and especially on advantages of new six-month reserve training program, being announced today (Mon.) by all three national radio-tv networks. Spot announcements appealing for volunteers for reserves will be used during week along with guest appearances by radio-tv stars and military leaders. In addition, ABC-TV will present *The Do-It-Yourself Peace,* narrated by John Daly, at 10-10:30 p.m. April 26, and NBC-TV will offer *The Man in Two Places,* narrated by John Cameron Swayze, at 5-5:30 p.m. April 28.

New Albany, Hagaman Calls

WROW-TV Albany, N. Y., on ch. 41, and its ch. 29 satellite, WAST (TV) Hagaman, N. Y., are changing call letters and will be known in future as WCDA-WCDB. WROW Albany's radio call remains unchanged. Stations are owned by Hudson Valley Broadcasting Co. with Frank M. Smith president and Thomas S. Murphy general manager.

Table Radios by DuMont

PLANS to market complete line of table model radios reported Friday by William C. Scales, sales manager, receiver division, Allen B. DuMont Labs. This is expansion of radio production by DuMont which already makes specialty table radios (since last fall) and high fidelity phonograph units in addition to fashion-styled leather portable radio model.

the week in brief

$7.7 MILLION IN STATION SALES

Sales of WHAM-AM-FM-TV Rochester, N. Y., for $5 million; WSVA-AM-FM-TV Harrisonburg, Va., for $800,000; KEYD-AM-TV Minneapolis-St. Paul for $1.5 million; WGMS-AM-FM Washington for $400,000 are announced, subject to FCC approval 35

NEW AAAA SPOT CONTRACT FORMS

Copyrighted contract forms for use by agencies in buying spot radio and tv are changed to conform to terms of association's decree in government's antitrust suit 37

AUTOMAKERS SWEAR BY TV

Major motor manufacturers testify to sales effectiveness of their tv advertising in response to speech of agency President Ernest Jones questioning value of tv for durable goods 38

WESTINGHOUSE SETS MEDIA DRIVE

Allocates about $10 million to broadcast media for 1956, including radio spot saturation campaign as well as $5 million political conventions-election package 40

RATINGS IN ADVANCE

Sindlinger & Co. checks on public knowledge of programs and desire to receive them to arrive at prediction of probable audience size 43

TV GOOD INTRODUCER

Effectiveness of video presentation wins it expanding role in presentation of new products to public, American Safety Razor Vice President De Mesquita tells seminar 46

N. Y. MUSICIANS FAVOR TRUST FUND

AFM Local 802 members adopt resolution endorsing music performance trust fund, but stay out of dispute between national union and Hollywood Local 47; rebel leaders predict victory 50

KTTV (TV) NET NEAR $400,000

Los Angeles independent tv station had profits after taxes of $396,886 for 1955, a 76% gain over 1954's net, President Moore reports 60

WSB'S WHITE COLUMNS

New home of WSB-AM-TV Atlanta utilizes classic architectural design to express traditional southern charm . 64

WNBQ PREPARES FOR 'C-DAY'

NBC o&o tv station in Chicago will start full-scale color operations next Sunday, with all local live studio programs and commercials to be telecast in color from now on 69

B•T'S CONVENTION PREVIEW

Equipment makers will show latest models 75
Program services will introduce new series 92
Engineers will present papers on technical progress 100
Agenda of management meetings . 108

HOW RADIO FREE EUROPE FUNCTIONS

NARTB's president visits RFE's headquarters in Munich, quizzes organization's officials on way "local" news and program service is provided for people of captive Communist countries . 112

TV—EVERYBODY'S TARGET

Publications join audience organizations and election-year political headline hunters in lambasting television, with some honest and thoughtful criticism in with the rest 121

COURT TO HEAR UHF APPEAL

Pleas of uhf broadcasters against vhf grants in Corpus Christi, Tex., Evansville, Ind., and Madison, Wis., will be heard April 18 by full nine-judge appellate court 128

departments

Advertisers & Agencies	37	For the Record	136	On All Accounts	30
At Deadline	7	Government	121	Open Mike	22
Awards	132	In Public Interest	131	Our Respects	26
Closed Circuit	5	In Review	15	Personnel Relations	50
Colorcasting	46	International	110	Programs & Promotion	133
Editorial	146	Lead Story	35	Program Services	60
Education	132	Manufacturing	129	Stations	60
Film	58	Networks	116	Trade Assns.	52

Broadcasting Publications Inc.
Sol Taishoff
President

Maury Long, Vice President · H. H. Tash, Secretary · B. T. Taishoff, Treasurer

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.
Executive and Publication Headquarters
Broadcasting • Telecasting Bldg.
1735 DeSales St., N. W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

EDITOR & PUBLISHER
Sol Taishoff
MANAGING EDITOR
Edwin H. James
SENIOR EDITORS
Rufus Crater (New York), J. Frank Beatty, Bruce Robertson
NEWS EDITOR
Fred Fitzgerald
SPECIAL PROJECTS EDITOR
David Glickman
ASSOCIATE EDITORS
Earl B. Abrams, Lawrence Christopher (Hollywood)
ASSISTANT TO THE MANAGING EDITOR
Donald V. West
ASSISTANT EDITOR: Harold Hopkins
STAFF WRITERS: Ray Ahearn, Jacqueline Eagle, Eli Fritz, Dawson Nail, Munsey Slack
EDITORIAL ASSISTANTS
Hilma Blair, Anita Stopak, Beverly Horney, Lamar Underwood, Ann Tasseff
SECRETARY TO THE PUBLISHER: Gladys L. Hall

BUSINESS
VICE PRESIDENT & GENERAL MANAGER
Maury Long
SALES MANAGER
Winfield R. Levi (New York)
SOUTHERN SALES MANAGER: Ed Sellers
PRODUCTION MANAGER: George L. Dant
TRAFFIC MANAGER: Harry Stevens, Norman Wooton
CLASSIFIED ADVERTISING: Wilson D. McCarthy, M. Gwen Moore, Jessie Young
AUDITOR-OFFICE MANAGER: Irving C. Miller
ASSISTANT AUDITOR: Eunice Weston
SECRETARY TO GENERAL MANAGER: Eleanor Schadt
ART-LAYOUT: Duane McKenna
CIRCULATION & READERS' SERVICE MANAGER
John P. Cosgrove
SUBSCRIPTION MANAGER: Frank N. Gentile, Barbara Seabrooke, Joseph Rizzo, Charles Harpold

BUREAUS
NEW YORK
444 Madison Ave., Zone 22, PLaza 5-8355
Editorial
SENIOR EDITOR: Rufus Crater
AGENCY EDITOR: Florence Small
ASS'T NEW YORK EDITOR: David W. Berlyn
NEW YORK FEATURES EDITOR: Rocco Famighetti, Frank P. Model, Selma Gersten, Beverly Berl
BUSINESS
SALES MANAGER: Winfield R. Levi
SALES SERVICE MANAGER: Eleanor R. Manning
EASTERN SALES MANAGER: Kenneth Cowan, Donna Trolinger
CHICAGO
360 N. Michigan Ave., Zone 1, CEntral 6-4115
MIDWEST NEWS EDITOR: John Osbon
MIDWEST SALES MANAGER: Warren W. Middleton, Barbara Kolar
HOLLYWOOD
6253 Hollywood Blvd., Zone 28, HOllywood 3-8181
ASSOCIATE EDITOR: Lawrence Christopher
Virginia Bialas
Toronto: 32 Colin Ave., HUdson 9-2694.
James Montagnes

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $3.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.
*Reg. U. S. Patent Office

Copyright 1956 by Broadcasting Publications Inc.

NARTB CONVENTION

CHICAGO

APRIL 15 to 19th

RADIO **H-R** TELEVISION

TELEVISION INC.

REPRESENTATIVES, INC.

to our many friends

FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
CARLIN FRENCH, Vice President
PAUL WEEKS, Vice President

380 Madison Ave.
New York 17, N. Y.
OXford 7-3120

35 E. Wacker Drive
Chicago 1, Illinois
RAndolph 6-6431

6253 Hollywood Boulevard
Hollywood 28, Calif.
Hollywood 2-6453

155 Montgomery Street
San Francisco, Calif.
YUkon 2-5701

415 Rio Grande Bldg.
Dallas, Texas
Randolph 5149

101 Marietta Street Building
Atlanta, Georgia
Cypress 7797

520 Lovett Boulevard
Room No. 1D
Houston, Texas
Jackson 8-1601

a
wonderful
new
tv
film
series

FOR REGIONAL AND LOCAL ADVERTISERS...

...39 HALF HOURS MADE ESPECIALLY FOR TELEVISION

When Clooney sings, your sales hum! Here — *only* for syndication — is the greatest film series ever made . . . starring the unique charmer whose records have sold over 11,000,000, and whose dazzling co-star performance in "White Christmas" has helped that film break all records for a musical! Here at last is Rosemary Clooney in *her own* wonderful musical-variety show, with top-of-the-top talent like the Hi-Lo's and Nelson Riddle and his orchestra . . . plus a host of famous guest stars. TV's happiest half hour — call MCA today!

Sold (pre-release) in fifty-seven cities to Foremost Dairies, Inc.

America's Distributor of Television Film Programs

FILM SYNDICATION

Behind the Ships that Set the Pace... a Master's Touch in Oil

Every Atlantic Blue Ribbon Winner since 1910—from the Mauretania to the swift, sleek S. S. United States . . .

The world's fastest propeller-driven boat, Slo-Mo-Shun IV, skimming water at 178 mph . . .

Maiden voyage of the world's first atomic-powered submarine . . .

Two-fifths of the world's freighters . . .

The race horses and the work horses of the seas—all have one thing in common—SOCONY MOBIL'S *master touch* in lubrication.

Good reason! When the chips are down—when records are at stake—when schedules must be met—the men who know marine machinery look to SOCONY MOBIL for its protection.

★ ★ ★

Wherever there's progress in motion—in your car, your factory, your farm or your home—*you, too, can look to the leader for lubrication.*

SOCONY MOBIL OIL COMPANY, INC.

LEADER IN LUBRICATION FOR NEARLY A CENTURY

Affiliates: General Petroleum Corporation and Magnolia Petroleum Company

THE BARRETTS OF WIMPOLE STREET

IT was a moving performance that Katharine Cornell gave televiewers last Monday night—and excellent theatre.

There were so few moments when the viewer realized this was tv. That is the best accolade of all.

The 25-year-old play had pace, scenes that glowed with craftsmanship, characterization and staging. On tv, the production moved, albeit that Elizabeth's room was virtually the sole scene. The high order of dramatization was never more evident than in some of the climatic scenes, notably when Robert Browning first visited the invalid Elizabeth—the atmosphere sparkled with intellectual electricity as counterpoint to the prior sickroom mood.

Miss Cornell, making her tv debut (for 25 years she has resisted the blandishments of of Hollywood) was truly the first lady of the theatre. Her Elizabeth, moving from the listless invalid to the love-inspired rebel, showed her range of emotional projection. Mr. Quayle's Robert Browning contained just the right amount of saneness in contrast to the morbidity in the Barrett household. Mr. Daniell's "Poppa" was an intriguing Old Testament tyrant whose sternness was almost too sustained to be believable. In fact, the incestuous undercurrent seemed so out of character that it shocked when it was shown. Miss Coleman's Henrietta was spirited and a fine foil for Miss Cornell's languidness. Miss Daniels' Bella was a joy as she turned a nondescript minor part into a *tour de force* by being properly doll-like and scatterbrain—with a pronounced lisp. The others, while of lesser stature, nevertheless conducted themselves on a high plane of dramatics.

It was a special talent that Mr. McClintic and the production staff brought to the screen. The staging was a superior element in the success of the production. The color, mixed with a hazy, portraiture type of lighting, engendered the miasma of morbidness which is so inherent in the tale. Some scenes had a hauntingly beautiful, Victorian washdrawing effect which added immeasurably to the success of the presentation.

Production costs: $200,000.
Sponsored by Ford Motor Co. and RCA Victor through Kenyon & Eckhardt on NBC-TV Mon., April 2, 8-9:30 p.m. EST.
Cast: Katharine Cornell as Elizabeth Barrett; Anthony Quayle as Robert Browning; Henry Daniell as Edward Barrett; Nancy Coleman as Henrietta Barrett; Lisa Daniels as Bella Hedley.
Produced, staged and adapted by: Guthrie McClintic; director: Vincent J. Donehue; production executive: Andrew McCullough; author: Rudolf Besier.

OMNIBUS

IN a remarkable one-two punch, the Ford Foundation a week ago first praised the U. S. military for its airmindedness, then damned it for its former lack of same.

For its concluding show of the current season, *Omnibus* first went to Edwards Air Force Base in Muroc, Calif., to show through the eyes of test pilot Maj. Stuart R. Childs "How the F-100 (Super-Sabre) Got Its Tail." The 30-minute film was outstanding not only for its aerial photography but also for its utter frankness; sample: "flying's an indulgence," said Maj. Childs. "Test-flying's a disease . . . a drunkenness."

The program then set out to correct some "mistaken notions" about the trial by court-martial of Col. William Mitchell, Air Service. This trial—currently being studied through CinemaScopic eyes by the U. S. public, courtesy Warner Bros.—was brilliantly dramatized by *New Yorker* staff-writer E. J. Kahn Jr., who based his material on 32 volumes of heretofore "classified" records, which *Omnibus* said were not available to Warner Bros. when it shot the film.

Though necessarily incomplete so far as background was concerned, the script more than made up for this shortcoming by recapitulating the acrimonious exchanges between counsel for the defense and prosecution. Furthermore, the dramatic impact was heightened by actual film clips of the bombing of the "unsinkable" German dreadnaught *Ostfriedland*, the wreck of the dirigible *Shenandoah* and a string of DeHavilland bi-wing fighter crashes.

Acting of the principals—notably James Daly, Richard Carlson and Jack Lord—was outstanding, as was the production pace in general.

Production costs: Approximately $68,000.
Sponsored by Scott Paper Co., Aluminium Ltd., both through J. Walter Thompson Co., and J. P. Stevens & Co. through Bryan Houston, on CBS-TV, Sun., 5-6:30 p.m.
Director: Richard Dunlap; editor and writer: E. J. Kahn Jr.; producer: Robert Saudek and staff of Radio-Tv Workshop, The Ford Foundation.

OUTLOOK

COMBINATION of reporting techniques utilized on the opening telecast of *Outlook*, NBC TV's new Sunday afternoon news program, made its Easter afternoon debut a spotty affair. Best part of the show was an analysis of the views on segregation of Mississippi Sen. James Eastland, presented entirely by the senator himself in filmed excerpts from a political speech made during the 1954 campaign. Worst was a documentary on the problem of disposing of atomic waste, a basically dramatic topic which was presented with all the fervor of a doctor's thesis. The opening program also included a whimsical treatment of the Stalin story by showing the disruption of cities, statues, stores, etc., as well as history books, that would occur here if George Washington were to be suddenly turned from hero to villain; a routine four-reporter summary of late regional news and the customary political report from Washington.

Chet Huntley, long time west coast commentator for NBC who gets his first coast-to-coast stardom in the new series, was easy to listen to and to watch and handled his chores with confidence and competence.

Production costs: $15,000.
Sustaining on NBC-TV, Sun., 2:30-3 p.m. EST.
Supervised by Joseph O. Meyers, Mgr., NBC News; producer: Reuven Frank; director: Jack Sughrue.
Commentator: Chet Huntley.

HIGHLIGHTS OF THE GREATEST SHOW ON EARTH

MENTION of a circus calls up sensations of gaiety, noise, confusion, thrills and all manner of excitement. Only the thrills came through on CBS-TV's hour-long preview last Tuesday of the Ringling Bros. and Barnum & Bailey 1956 extravaganza.

Hosts for the affair were the Bob Cummings family, who explained from time to time that this was a dress rehearsal, not the real thing. Perhaps that was why it missed. The acts, while good in themselves were no better than they would have been on the routine tv variety show. It was a one-thing-at-a-time affair, perhaps necessarily, whereas a large part of a circus's

CAPITAL TYPES #25

OFF-DUTY COP

Known as the Belle of the Masquerade Ball: went to one once disguised as a fig tree. (Friends have called him Newton ever since.) Proud possessor of photograph signed "Best wishes from Evelyn and her Magic Violin." Tough man with a whistle but never fired a shot in anger. Can't stand tuna fish or sound of sirens. Has basset hound named Desmond. Favorite movie star: Rudolph Valentino.

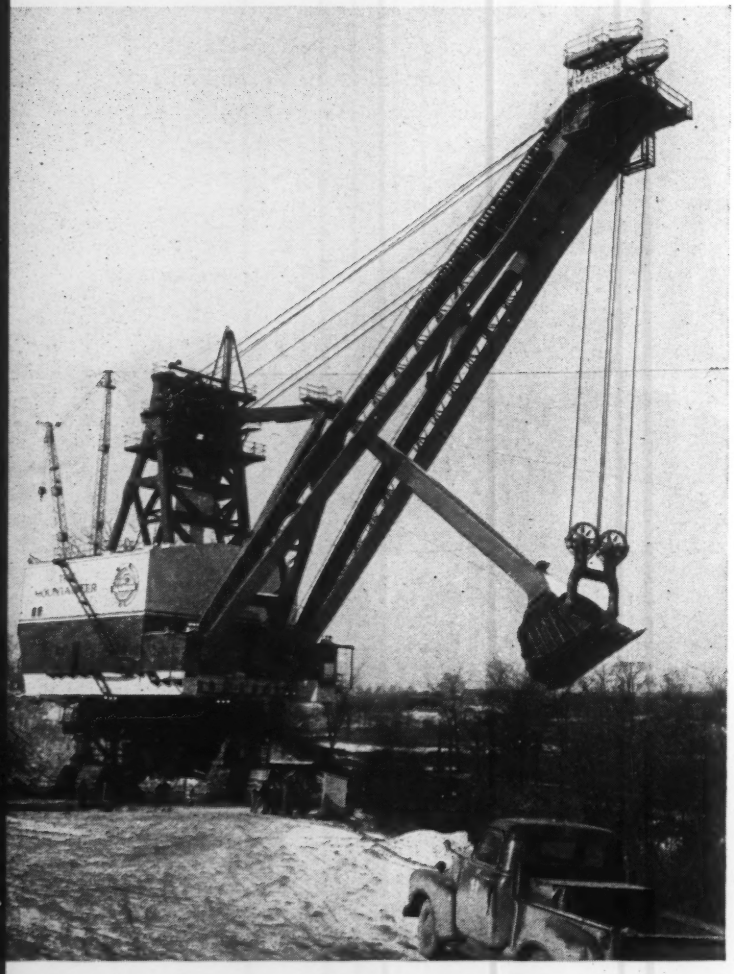
And, in Washington, a year-'round favorite with advertisers is WTOP Radio. WTOP gives them (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular personalities and (4) ten times the power of any other radio station in the Washington area.

WTOP RADIO
Operated by The Washington Post Broadcast Division • Represented by CBS Radio Spot Sales

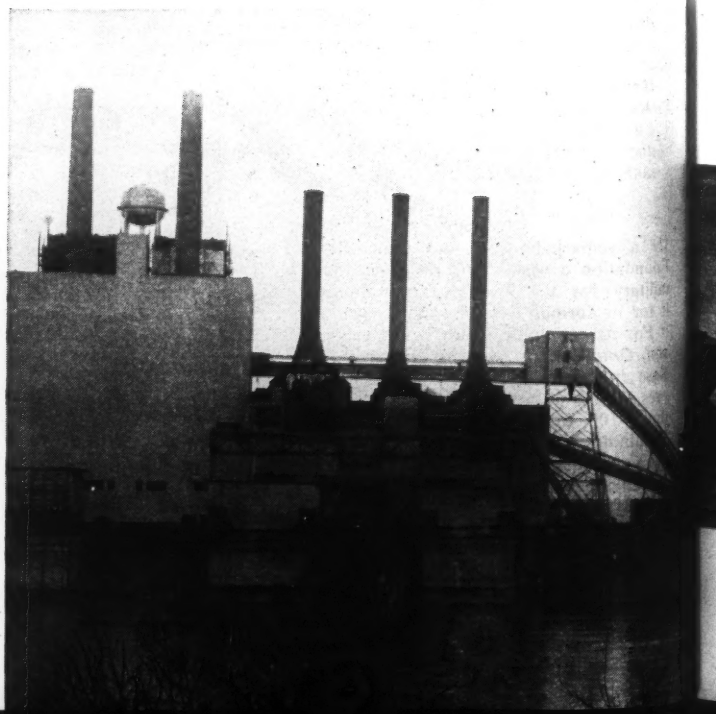
Chemical plants on the Ohio River banks draw pure, high quality rock salt from deep beneath the surface. The salt is ideal for the manufacture of chlorine and caustic soda, important ingredients in a wide variety of chemical products. Columbia Southern, Allied Chemical, National Analine and Mobay Chemical are but a few of the major chemical companies now operating in the Ohio Valley. In 1954, $41 million was spent in new construction of these plants and it is expected that $63 million more will be spent in the next two years.

Wheeling, the gateway to the midwest, is the focal point for retail sales, wholesale distribution and manufacturing in the area. Located on the banks of the beautiful Ohio river and on National

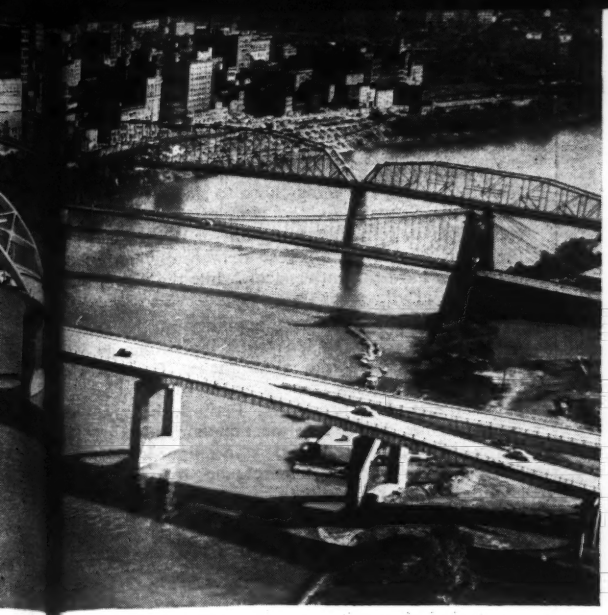
THE BOOMING OHIO VALLEY AND WWVA



In the Wheeling area lies the nation's only natural supply of coal sufficient for power production necessary for aluminum plants in the eastern United States. Here is the world's largest stripping shovel operated by the Hanna Coal Co. New coal processes now make Ohio Valley power available at prices competitive with Hydraulic power Projected underground mines fan out for 30 miles from the Wheeling area.



In 1953 and 1954 generating facilities in the immediate Wheeling area were increased by 1,100,000 KW, more than was added to any other system in the nation during that period. In the next three years new power generating facilities will be increased another 1,000,000 KW s.



Road, Route 40, Wheeling is the natural hub of a prosperous three-state market. In the foreground is Wheeling's new multi-million dollar Fort Henry Bridge.

Steel flows into ingot molds every day in the big steel mills in the Wheeling district. In 1955, the two major Ohio Valley steel industries paid out more than 160 million dollars in wages, an increase of more than 15% over 1954. Expansion will continue with National Steel, of which the Weirton Steel Corporation is a major division, and more than 200 million dollars will be spent in the next three years. The Wheeling Steel Corporation has 65 million planned for expansion in the next three years.

Coal from the hills, salt from the earth and water from the river make the Wheeling industrial area the fastest growing industrial district in the nation. More than One Billion Dollars has been spent in the past five years for new construction and expansion of old. AND A BILLION MORE IS PLANNED FOR THE IMMEDIATE FUTURE!

For 30 years WWVA, the Friendly Voice, has been the dominant radio station, the ONE advertising medium completely serving the entire area.

This dominance and leadership is proved once again by the recent listening survey made by PULSE, Inc. 43 counties surrounding Wheeling were surveyed and in every instance WWVA was the favorite station by a wide margin. WWVA ranked first in every quarter-hour surveyed from 6:00 am to 12 midnight, seven days a week. Every hour, every day, WWVA topped them all.

THE WHEELING AREA...a BOOMING STORER MARKET...served by WWVA.

STORER BROADCASTING COMPANY

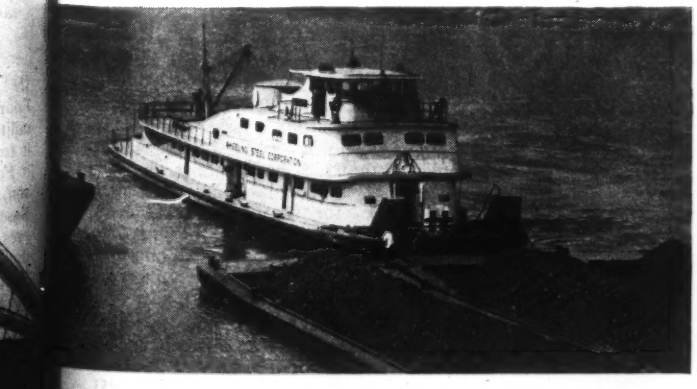
WSPD	WJW	WJBK	WAGA	WBRC	WWVA	WGBS
Toledo, Ohio	Cleveland, Ohio	Detroit, Michigan	Atlanta, Georgia	Birmingham, Alabama	Wheeling, W. Virginia	Miami, Florida
WSPD-TV	**WXEL-TV**	**WJBK-TV**	**WAGA-TV**	**WBRC-TV**	**KPTV**	**WGBS-TV**
Toledo, Ohio	Cleveland, Ohio	Detroit, Mich.	Atlanta, Ga.	Birmingham, Ala.	Portland, Ore.	Miami, Fla.

SALES OFFICES

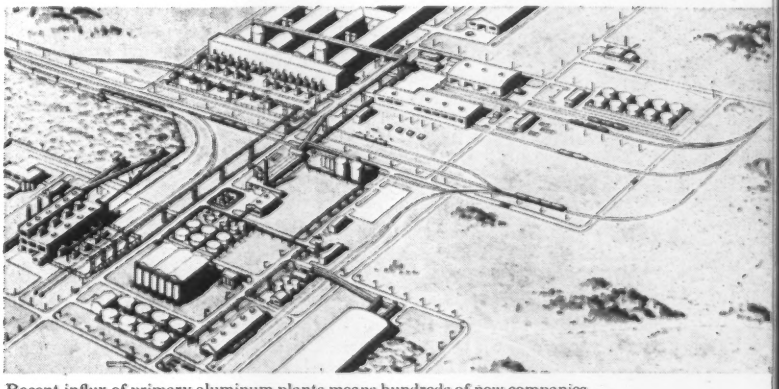
TOM HARKER—vice-president in charge of sales
BOB WOOD—national sales manager
118 East 57th Street, New York 22 • Murray Hill 8-8630

LEW JOHNSON—midwest sales manager • 230 North Michigan Avenue, Chicago 1 • Franklin 2-6498

GAYLE V. GRUBB—vice-president and Pacific coast sales manager • 111 Sutter Street, San Francisco • Sutter 1-8689



The Ohio River provides manufacturers and basic industry with low cost transportation to 60% of the nation's population. During 1955, more than 60 million tons were shipped on the river and it is estimated that tonnage for 1956 will top 85 million tons. Railroads plan $20,000,000 for improvements to meet the area's booming industry.



Recent influx of primary aluminum plants means hundreds of new companies will spring up to process and fabricate the product. Olin Mathieson has begun construction of a new 250 million dollar basic plant which will create at least 3,000 new jobs. It will be the world's first fully integrated aluminum plant and will be so huge that new coal fields and power plants are being constructed to serve it.

attraction is the hopeless endeavor to watch five rings at once.

Instead of the fast beat you would associate with the circus, the show chose to start off with almost dirge music, giving a slow-motion atmosphere which somehow hung on for the rest of the hour. The Cummings, et al, were obviously trying too hard for enthusiasm, while the viewer had none at all.

On the plus side was the ability of the tv camera with Zoomar lens to bring ordinarily hazy performances into close focus. The suspense of the various trapeze and acrobatic acts was heightened by proximity. Perhaps the most spine-tingling aspect was the amateurishness of many of the performers, who slipped, fell, missed and otherwise threatened to splatter themselves over the screen.

Production costs: $75,000.

Sponsored by General Foods Corp. through Benton & Bowles on CBS-TV, Tues., April 3, 7:30-8:30 p.m. EST.

Host: Bob Cummings, his wife, Mary Elliott, and two of their children, Robert Richard, 10, and Mary Melinda Ruth, 7.

Producer: Ted Fetter; director: Byron Paul; special directors: Richard and Edith Barstow; executive producer: Richard Lewine.

Seen & Heard

When Patrice Munsel lost contact with the TelePrompTer during her "Thou Swell" duet with Perry Como on the latter's Easter eve show on NBC-TV, Perry kept the beat going with some ad libbed words until his guest recovered her composure and her place, but not before she herself had ad libbed a vehement declaration "never to watch one of those things again."

Should any of the 1956 "Emmy" judges be passing this corner, we would want to record one solid vote of confidence in Herman Raucher's charming hour-long play, "Finkle's Comet," as done on the *Alcoa Tv Hour* a week ago Sunday. There just don't seem to be enough superlatives around to cover both script and acting, the latter by David Opatoshu and Hans Conried. Messrs. Chayefsky, Rose and Serling, make room for Mr. Raucher. He deserves it.

BOOKS

TUBIE'S MONUMENT, by Peter Keveson; E. P. Dutton & Co., N. Y.; 311 pp.; $3.50.

OBVIOUSLY nothing more than a parody of those "inside tv" novels heretofore published, "Tubie's Monument" deals with such an outrageously implausible situation and like number of characters that it could hardly be considered offensive. A ribald, fast-paced yarn spun by an expert—a former agency executive among whose other contributions to the contemporary American scene is the Muriel cigar jingle—the book is about Adama noodle soup, and how a good-looking, naive Bronx butcher's apprentice named Joe Lavingo is "conned" into selling barrels of it to the U. S. housewife in the Godfrey manner. The "conman" is one Benson Tubrovin—Tubie, for short—the most nervy and presumptuous copywriter in history since Mark Anthony asked Romans to lend him their ears. Together, Joe and Tubie make up a novel that may not be good, but is very funny.

Mr. Keveson originally was with The Biow Co., then went to Lennen & Mitchell and its successor, Lennen & Newell, as vice president in charge of radio-tv copy. He resigned in 1951 to write this book, currently is writing a second and is doing free lance work.

In the Baltimore market
one station*
delivers the most listeners
at the lowest cost per thousand

*and only one

WFBR BALTIMORE'S BEST BUY
REPRESENTED BY JOHN BLAIR AND COMPANY

RCA INTRODUCES A COMPLETELY N

"FAMILY" OF AUDIO C

A model to "fit" every station requirement . . .

ALL HAVE "BUILT-IN" POWER SUPPLIES, MONITORING AMPLIFIERS AND SPEAKER RELAYS

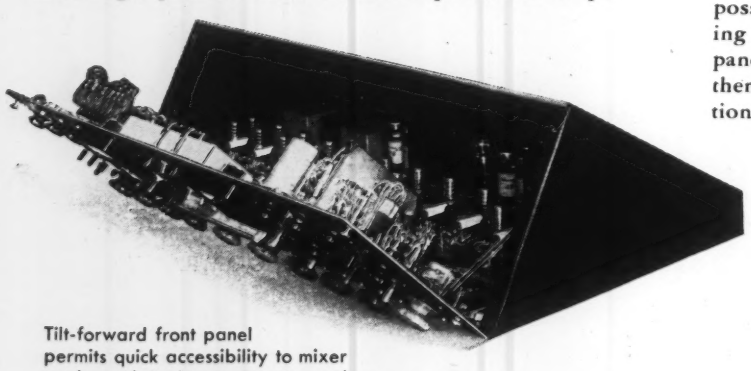
Here is a "family" of three consolettes that give you the widest choice of facilities ever offered. All have printed-wiring amplifiers in modular construction, providing the utmost in circuit uniformity and performance. Each model has its own "built-in" power supply (the BC-6A has two). Each has built-in monitoring amplifiers and speaker relays.

INSTALLATION IS QUICK, EASY...INEXPENSIVE

The "self-contained" feature of all three models makes them easy to install. There is no need for costly external wiring and "hunting" for a place to mount such items as power supplies, monitoring amplifiers and speaker relays. The reduction of external wiring minimizes the chance of stray hum pick-up greatly improving system performance.

CONVENIENT OPERATION

The low height of each consolette affords maximum studio visibility . . . no stretching to observe cues. Relaxed wrist comfort is provided by mixer controls on the right slant . . . at the right position above the desk top. RCA-developed finger-grip knobs provide convenient, positive control and are color coded for "function identity."



Tilt-forward front panel permits quick accessibility to mixer pads and spring contacts; makes maintenance easy.

EASE OF MAINTENANCE

Routine maintenance time is reduced by the quick accessibility of all components . . . easy-to-clean mixer pads, simple-to-adjust leaf-spring contacts on key and push-button switches. This is achieved by a snap-off top cover and a tilt-forward front panel, in addition to strategic placement of components.

RCA MATCHED STYLING PERMITS EXPANDABILITY

Styled with 30-degree sloping panels which match previous equipments such as the BC-2B consolette, BCM-1A mixer, and compatible among themselves, a wide range of augmented facilities is possible. Paired BC-5As provide dual channel operation and extended facilities. Addition of the BCM-1A mixer to any of these consolettes is simple and provides added microphone inputs.

THEY WORK WELL INTO CUSTOM ARRANGEMENTS

Simple functional design and "engineered" compactness makes any number of custom installation arrangements possible. A custom "U" arrangement of two BC-5As flanking a BCM-1A mixer is possible. The 30-degree front panels match the slope of video control equipment making them suitable for use in television studio custom applications as well as in radio.

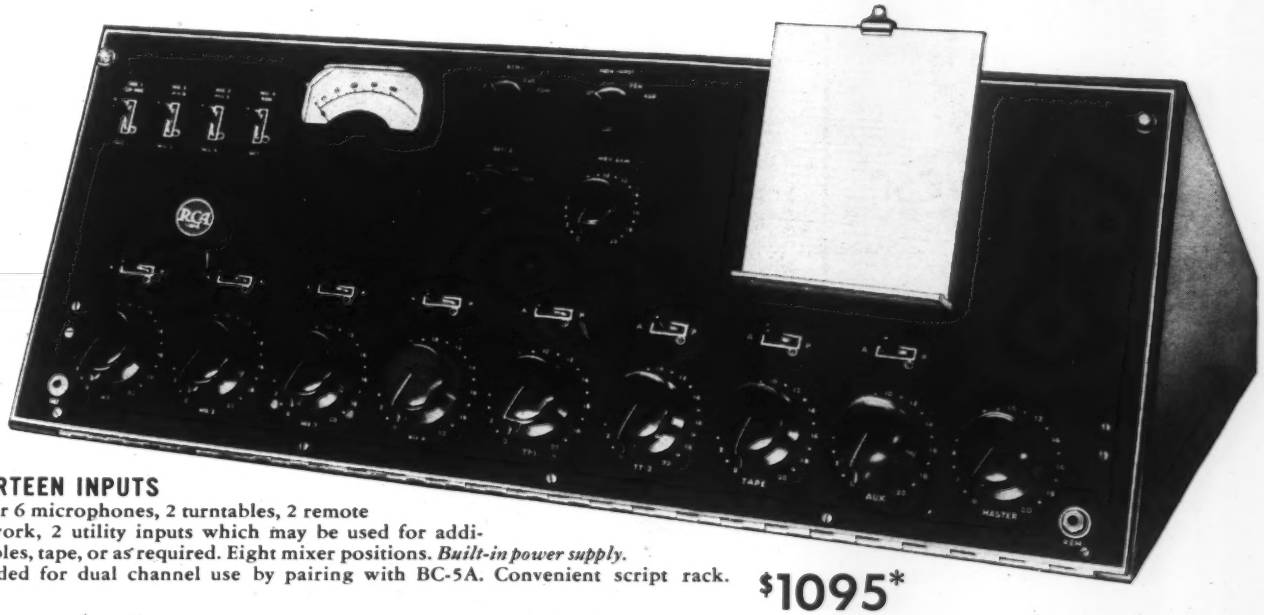
Ask your **RCA** *Broadcast Sales Representative for detailed information*

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT • CAMDEN, N. J.

NEW CONSOLETTES

BC-5A NINE INPUTS
—facilities for 4 microphones, 2 turntables, 2 remote lines, 1 network or tape. 4 mixer positions. *Built-in power supply.* Easily expanded for dual channel use by "pairing." Block building lends "custom touch" when paired with existing BC-2B's..... **$875***



BC-3B THIRTEEN INPUTS
—facilities for 6 microphones, 2 turntables, 2 remote lines, 1 network, 2 utility inputs which may be used for additional turntables, tape, or as required. Eight mixer positions. *Built-in power supply.* Easily expanded for dual channel use by pairing with BC-5A. Convenient script rack. **$1095***

BC-6A TWENTY-TWO INPUTS
—facilities for 10 microphones, 2 turntables, 2 tape, 2 film, 5 remote lines, 1 network. *Dual or single channel operation* with "split-mixer" faders. Master fader controls both channels simultaneously. Ideal for binaural broadcasting. Nine mixer positions. *Two built-in power supplies* (one for each channel) for greater reliability. Two monitoring channels, one for program monitoring and talkback, one for cueing and feeding background to studios. Convenient script rack. **$1750***

**Less Tubes—Prices subject to change without notice.*

This Personality
SELLS
To The People Who
BUY
In The
Textile Center
of the World

Joe Jones Farm Digest

No. 1 farm program for rural Piedmont and tops in WESC's superior 27 PRIMARY COUNTY COVERAGE.

Informative, authoritative. Joe Jones—Farm Agent for Greenville County . . . graduate of Clemson Agriculture College.

Farm Digest presents direct, consistent and powerful approach. Ratings? . . . Excellent.

Daily—12:05 to 12:15 P.M.

RADIO
WESC
"660 IN DIXIE"
FIRST IN GREENVILLE, S.C.

REPRESENTED
BY RAMBEAU
SOUTHERN - CLARKE BROWN

5000 WATTS
THE CLEAR CHANNEL
VOICE OF GREENVILLE

ANA Meeting

EDITOR:

Let me take this opportunity to thank you for the excellent way you people handled the reporting of the [ANA] meeting [B•T, March 19].

Paul B. West, Pres.
Assn. of National Advertisers
New York

Good Friday Gesture

EDITOR:

I think WCOW has a "first." Good Friday, from 5 a.m. until 6:15 p.m., WCOW donated its entire schedule to the Catholic and Protestant churches of the Twin Cities. The feature of the day's broadcast was a six-hour program entitled "The Life Of Christ" as told by Bishop Fulton J. Sheen.

This morning (Saturday, March 31) I was surprised to find over 400 letters and post cards in our mail commending us for our gesture. From Mrs. Ann M. Hauser of St. Paul: "Most wonderful Good Friday spent with radio. . . ."

Victor J. Tedesco, Operations Dir.
WCOW St. Paul

You Name It

EDITOR:

In looking through your March 26 issue, I noticed in OPEN MIKE a request for the pamphlet entitled "You Name It—Radio Can Sell It." I, too, would appreciate your sending me four copies of the above.

I enjoy your magazine very much and especially the articles on radio. I hope you will continue to publish articles evaluating the radio industry and especially the job it continues to do in selling advertisers' products.

Richard J. Carman, Sales Dept.
WHBY Appleton, Wis.

EDITOR:

Please send me one copy . . . .

Helen W. Newman, Radio Dir.
Gotthelf & Weil Inc., New York

[EDITOR'S NOTE: Copies of the eight-page reprint which contains reports of 81 successful radio campaigns conducted by local retailers are available at 25 cents a copy or $15 per hundred.]

Where on the Dial

EDITOR:

There are three radio sets in front of me. The dial of one, a Philco, is numbered as follows: 55, 60, 70, 80, 100, 130, 160. Another set, also a Philco, is numbered: 55, 6, 7, 8, 10, 12, 14, 16. The third radio, a Fada, is numbered: 55, 60, 70, 90, 11, 14, 16.

Question: How are we supposed to tell our listeners where to find us on their radio dials?

I had assumed that RETMA had long since been confronted with this chaotic condition and was doing nothing about it simply because it was impossible to get the manufacturers to agree on a standard dial numbering. However, as a shot in the dark I wrote Hal Fellows suggesting that NARTB take the matter up with RETMA again.

John Meagher [NARTB vice president for radio] replied with a very nice letter stating that NARTB has been endeavoring to "stir something up" in this direction. John said that the appropriate people at RETMA advised him, *this was the first complaint of this nature they have had,* and that they would discuss the matter further. . . .

As you can see, from the illustration above, it's rather futile for us to tell our listeners they can find WCUE at eleven-fifty on their radio dial. It's equally futile to describe our location as one-one-five-o, one-fifteen, half past eleven, etc., etc. In fact, with the present variation in radio dials there just isn't any meaningful way to express our dial location. Therefore, why promote it?

There's another side to this problem, too. Hooper's operators are instructed to probe respondents who can't identify stations by call letters. Uncertain respondents are asked to check the position of their dials and give Hooper's operators the number to which their set is tuned. Perhaps this crazy situation helps explain the discrepancy between surveys. . . .

Tim Elliot, Pres.-Gen. Mgr.
WCUE Akron, Ohio

Way to Save Money

EDITOR:

We recently discovered a new way to save money in the broadcasting business. Perhaps by passing along the method to other small station operators, iots of money can be saved all over the country. . . . This move of ours should be copied by all radio stations now buying records from the various label makers under a "monthly subscription service" plan.

We, who must buy records from the makers for the dubious privilege of playing them for our listeners, are giving away millions of dollars in free radio time by not charging for this service. Without the plugging of recorded music by radio stations, the label-Lords would have much trouble peddling them.

Let's all refuse to buy records and begin banking the difference.

Charley Drew, Mgr.
WWKY Winchester, Ky.

Unique Situation

EDITOR:

With regard to House Resolution 4627 and Senate Bill 923 pertaining to alcoholic beverage advertising and the possibility that such legislation would apply to radio and tv only:

Wouldn't it be a unique situation if alcoholic beverage advertising were carried in newspapers and magazines which are distributed partially at government expense (through mailing privileges) while that same government banned such advertising in radio and tv, operating without government subsidy?

J. Nelson Rupard, Gen. Mgr.
KIND, Independence, Kansas

Time for Religion

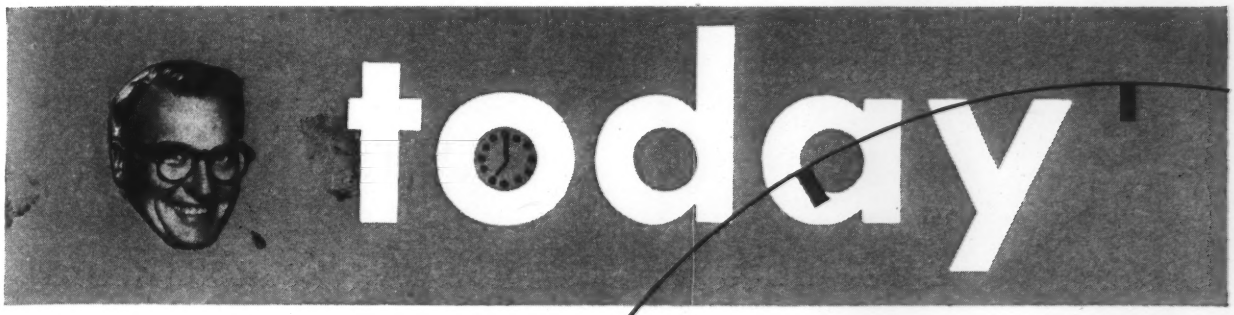
EDITOR:

I have read with great interest your article concerning the National Council of Churches and their opposition to "bought" time on radio and tv [B•T, March 12].

Oddly enough, KDJI shares that opinion and gives its time on Sunday to the churches of our community, which include the Christian Science, Baptist, Catholic, Mormon and Community. All are given a half-hour each Sunday with the exception of Christian Science, who asked for and received a quarter-hour.

We are, however, a wee bit unhappy with various religious organizations such as the Catholic Church which does not supply us with the *Hour of St. Frances.* There are many other excellent church programs we would be delighted to carry free because they are well produced and enable us to better serve the religious needs of our community. . . .

Blake Tabor, Gen Mgr.
KDJI Holbrook, Ariz.



WKNB-TV

Hartford County

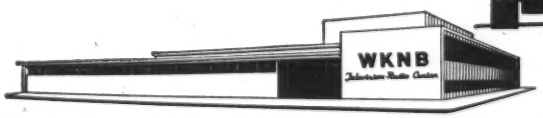
is a *Selling* medium

Between **today** and **tonight** — two of NBC's finest weekday shows — WKNB-TV gives its audience 100% good entertainment *all day, every day . . . all week.*

WKNB-TV combines the complete lineup of NBC star-studded shows with its own popular local live shows. Whatever time you choose from dawn to midnight every day, you'll find that WKNB-TV is *more than* an advertising medium — WKNB-TV is a *selling* medium in the 1¾ billion dollar Hartford County Market.

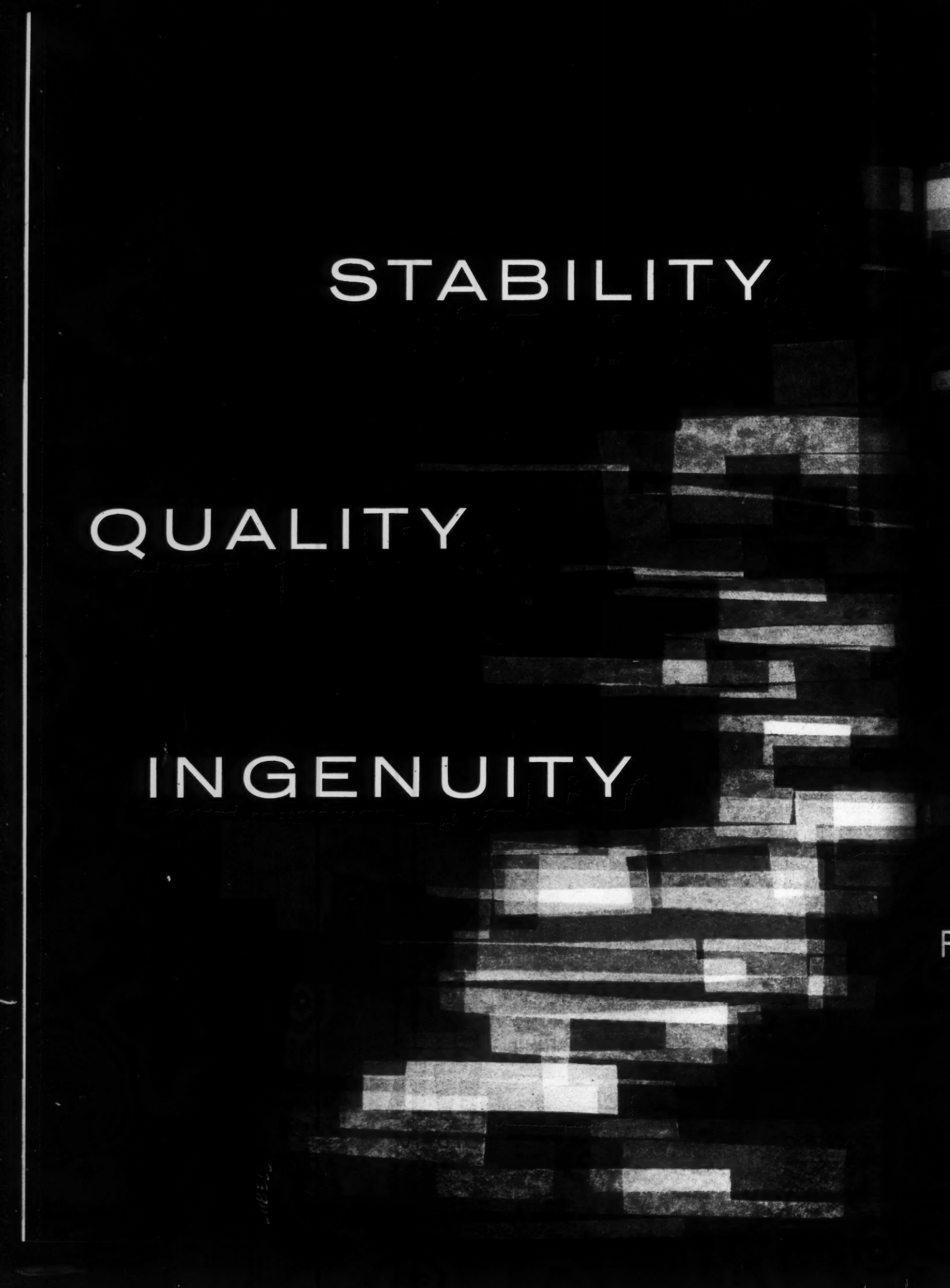
Contact The Bolling Company, Inc., for the full WKNB-TV success story.

Basic NBC



WKNB-TV channel 30

STUDIO AND OFFICES WEST HARTFORD 10, CONNECTICUT


STABILITY
QUALITY
INGENUITY

When you come right down to it, today's good radio and television representation – infinitely more complex than yesterday's – is still very largely a matter of principles.

It requires *stability* – but a stability emphasized by continuing growth and expansion of service, physical plant and responsibility.

It requires *quality* – a quality best mirrored in the maturity and judgment of its executives, its salesmen, its sales development arms.

Above all, it demands *ingenuity* – an inventiveness punctuated by aggressive, even unorthodox salesmanship.

These are, of course, the hallmarks of good business – as necessary to good representation as they are to good station management.

For twenty-four years they have stood for Raymer representation – just as Raymer has stood for them.

PAUL H. RAYMER COMPANY, INC.

Exclusive National Representative Since 1932

NEW YORK • CHICAGO • LOS ANGELES

DALLAS • SAN FRANCISCO

DETROIT • ATLANTA

CASE HISTORY—RESTAURANTS

Hey, Fellows!
Which way to Chefs Inn

Halfway between Los Angeles and San Diego is Robert Hill's Chefs Inn of Corona del Mar . . . one side facing the blue Pacific, the other the teeming traffic of Highway 101.

For years this restaurant built a substantial business on excellence of product and word of mouth, but without advertising . . . "tapping," in the words of managing director Hugh Hutson, "only 30% to 40% of our potential." Writes Hutson:

"We started looking for the best advertising medium and selected KBIG, because of its policy of a restricted amount of commercials and its excellent coverage of Southern California, which gave us a chance to put Chefs Inn in the minds of millions of people annually visiting Los Angeles and Orange counties."

A one-minute transcribed spot featuring the seductive KBIG trade-character mermaid has run on KBIG before lunchtime and dinnertime since summer 1955. To quote Hutson once more: "Our increased business has been most gratifying. Robert Hill's Chefs Inn is a confirmed K-BIG advertising account."

Covering ALL Southern California at lowest cost-per-thousand listeners, KBIG delivers RESULTS . . . Good if you have one front door like Chefs Inn; better, if you have many.

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

our respects

to GERALD ARON BARTELL

IT'S A rare acumen that enables a broadcaster who has been fighting for deintermixture for more than a year, and against the issuance of a final decision that brings the first vhf outlet to his community, to end up in partnership with the losing applicant for that very same vhf facility.

The incident involves the Bartell-owned ch. 33 WMTV (TV) Madison, Wis. For more than a year it has fought to have Madison deintermixed (made all uhf). For almost a year it has fought to stop the FCC from issuing its final decision in the Madison ch. 3 case. Success has not come; deintermixture is all tied up in the current allocations proceedings, and in December last year, the FCC issued its final decision, granting the ch. 3 facility to WISC-Morgan Murphy interests and denying the WIBA *(Capital Times-State Journal)* application.

Three months later, announcement was made that WMTV and WIBA were merging their interests and that WIBA was paying $600,000 for a two-thirds interest in the uhf television station [B•T, March 12].

That does much to explain the characteristics of Gerald Bartell who has combined a talent for artistry, a perspicacity for business and a decided penchant for perfection into a small empire builder in the past nine years.

As president of the Bartell Group, Mr. Bartell oversees a strategic alignment of radio-tv properties centering in the midwest and stretching eastward to Georgia and westward to Arizona and California.

The Bartell group comprises in addition to WMTV, WOKY Milwaukee, and WAPL Appleton, Wis.; WAKE Atlanta, Ga.; KCBQ San Diego, Calif., and KRUX Phoenix (Glendale). WAKE, KCBQ and KRUX are recent acquisitions. Mr. Bartell headquarters in Madison as general manager of WMTV, which began operations in July of 1953.

Other station operators in any given market soon ascertain they are in for a hotly-competitive scramble when Mr. Bartell moves into the area, partly because of his simple credo that "nobody can beat us when we have the dominant audience." They also may quarrel, as they did in ratings-minded Milwaukee, with certain promotion, programming and merchandising techniques. Mr. Bartell credits a "scientific approach" and "imaginative merchandising and promotion," however, with the success of his lone tv and five radio outlets.

He also is quick to cite the "teamwork" of the Bartell family for the growth of the Bartell Group, since each holds a responsible position in radio or television.

Promotion and merchandising were Mr. Bartell's strong suit for many years; ever since he served on the faculty of the U. of Wisconsin.

A native of Chicago (born May 20, 1914), Gerald Aron Bartell is one of a family that also includes brothers Lee (executive director of the Bartell Group), David (now general counsel) and Mel (general manager of WOKY) and a sister, Rosa Evans (executive secretary of the group).

Young Jerry Bartell spent his youth in Wisconsin and enrolled at the U. of Wisconsin in 1932. His life at that time meshed into a combination of college and career before he was graduated with a BA degree in economics in 1937 and, as a graduate student, received his master's in 1939.

In 1936, while still in school, he also worked in Chicago, hub of the radio soap opera era, as a network actor on many programs. Later, while on the U. of Wisconsin faculty, he went to New York and took up sales, merchandising and production work at NBC, where he supplemented his income by means of announcing and actor roles. This experience was made possible through a fellowship involving radio work granted to the U. of Wisconsin by the Rockefeller Foundation.

Mr. Bartell was named to the university faculty in 1939 as a radio instructor and production director of WHA, university-owned outlet. While there, he specialized in children's recordings, conducting a weekly 30-minute program on the station.

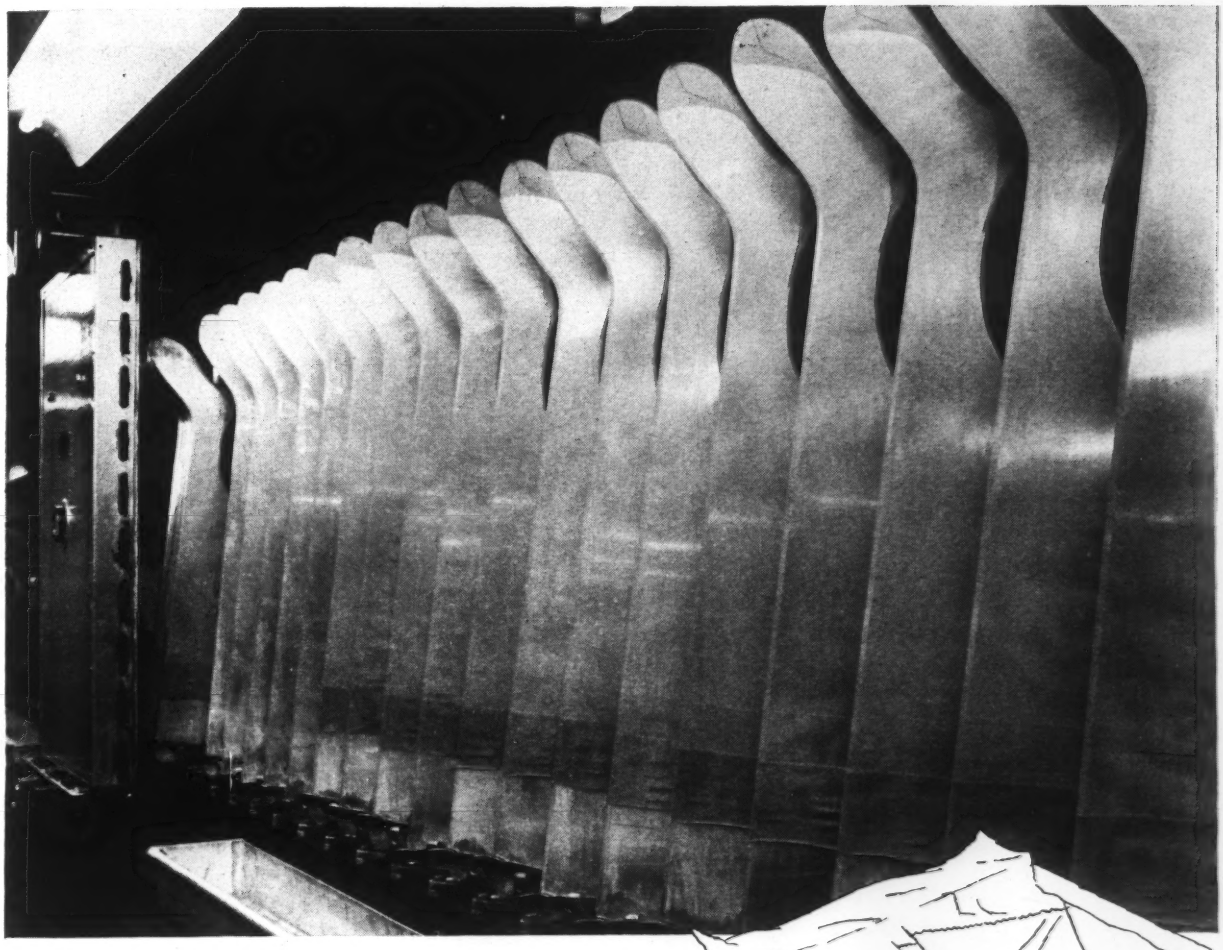
In 1942, Mr. Bartell married the former Joyce Jaeger, fellow university graduate and script-writer. They worked at WHA for five years, distinguishing themselves for showmanship techniques. He served for three years in Naval aviation with a patrol bombing squadron.

The Bartell family took over its first station in 1947—a daytimer on 1430 kc which later moved to 920 kc. WOKY was the fount for other station additions, with operation keyed to research, and talent promotion activities with an eye alert to prospective salesmen, disc jockeys and other personnel.

At one time, the Bartells held a license for ch. 19 WOKY-TV Milwaukee. These facilities were purchased by CBS for $335,000 and approved by the FCC in January 1955. CBS, which also bought the physical assets of ch. 25 WCAN-TV Milwaukee in the same transaction, changed the WOKY-TV call letters to WXIX (TV). This was CBS' first uhf television buy.

Mr. Bartell believes firmly in educational radio-tv, a throwback to his days at the U. of Wisconsin. He cites the importance of educational radio-tv, noting that it creates benefits that accrue to all of the broadcasting industry.

For hobbies, Mr. Bartell likes to compose jingles, attend plays and otherwise patronize the arts. His family includes Jeffery 13, Denis 9, Laura 2 and Jane Alice, born Feb. 27.



PROFITABLE *S-T-R-E-T-C-H*

Every year, millions of pairs of high fashioned — full fashioned hosiery are stretched to a perfect fit in hosiery mills throughout the Prosperous Piedmont section of North Carolina and Virginia . . . home of WFMY-TV. Manufacturers such as Burlington, Mojud, Hanes, McCrary, and Baker-Cammack make this section the largest producer of full fashioned hosiery in the world.

WFMY-TV, basic CBS for this 46-county area, completely dominates the viewing habits of the hundreds of thousands of employees of these tremendous hosiery mills.

Telecasting on Channel 2 since 1949 to some 2 million potential customers for your product, WFMY-TV gives you full 100,000 watt coverage of this expanding area of the South.

To stretch your profits in this $2.3 billion market, call your H-R-P man today.

WFMY-TV...Pied Piper of the Piedmont

wfmy-tv

Channel 2

GREENSBORO, N. C.

Represented by

Harrington, Righter & Parsons, Inc.

New York — Chicago — San Francisco — Atlanta

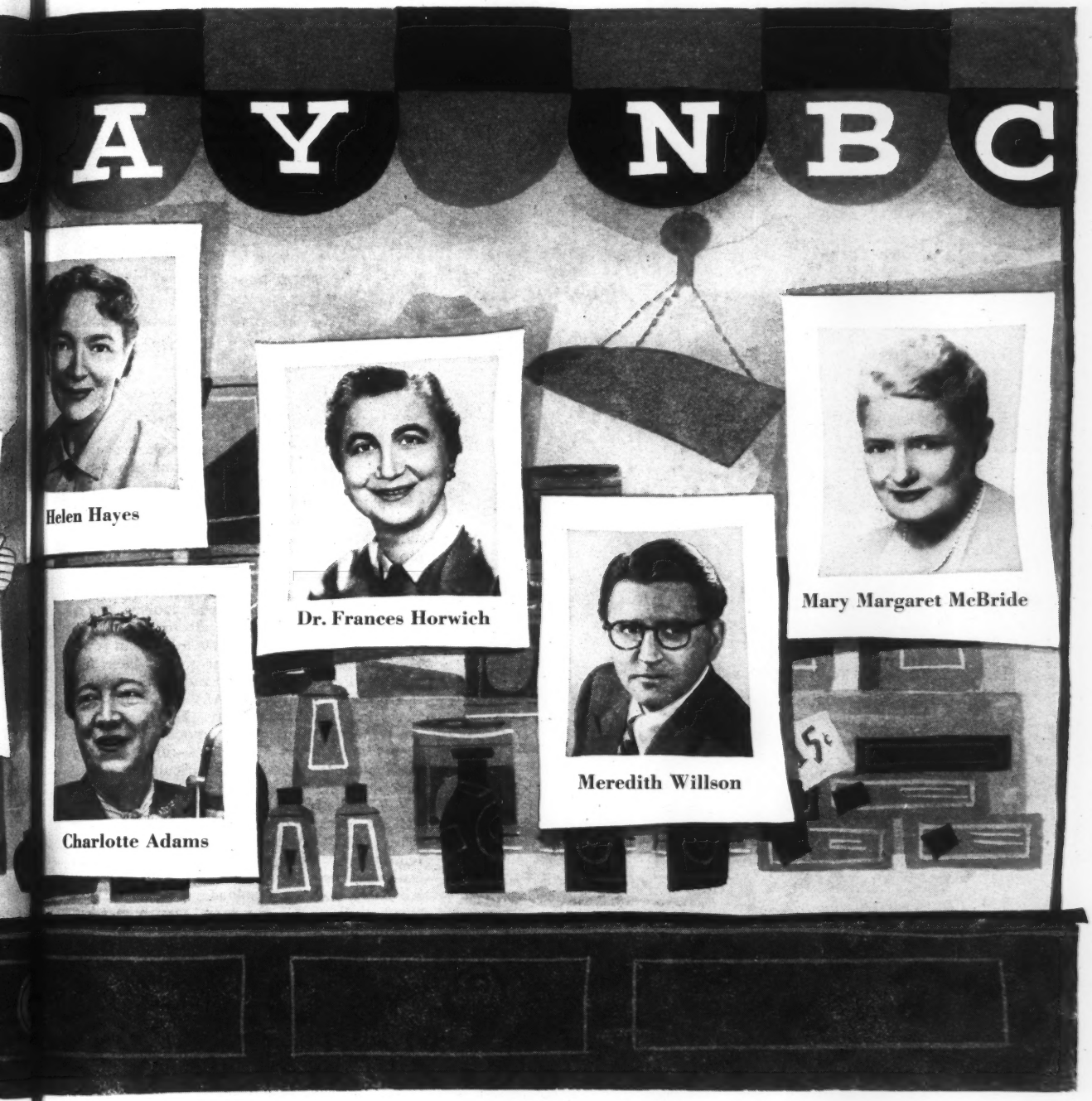
CBS

Now In Our Seventh Year

WEEKDAY, NBC Radio's daytime program service which is attracting millions of housewives, now offers the newest *selling* attraction of all. Now WEEKDAY presents the largest galaxy of famous personalities in daytime radio, every one a well-known authority . . . starring as *salesmen!*

These stars—popular co-hosts Virginia Graham and Mike Wallace, Mary Margaret McBride, Helen Hayes, Dr. Frances Horwich and all the others—will work hand-in-hand with you, telling millions of housewives about *your product*, recommending it personally, *selling* it across the nation.

Your product can be associated with the biggest stars, the newest, most merchandisable programming service in all of daytime radio and at a low-low cost that will



specials every day!

amaze you. Special tie-ins tailor-made for mass merchandising are also available on WEEKDAY.

Because WEEKDAY plays a personal role in focusing women's minds on food store and drugstore shopping, it's currently selling for many major national advertisers . . . General Foods, Standard Brands, Sterling Drugs, Miles Laboratories, among others. Join these leaders.

Consider WEEKDAY's star personality-*salesmen*, its low-low cost and total flexibility which permits you to buy a single announcement or an entire campaign. Then talk to your NBC Radio Network Representative.

exciting things are happening on the

NBC radio network

a service of RCA

Yes, WEMP keeps Milwaukee company around the clock with the latest news 38 times daily, the best in recorded music and a regular schedule of play-by-play sports. The result is that if you turn on a radio hereabouts, no matter what time of the day or night, chances are it's already tuned to WEMP 'cause that's where it was set when it was last used . . . and chances are too, someone'll tell you to let it set just the way it is.

In short, WEMP is a HABIT in Milwaukee with Dad, Mom, the teen-agers, the sports . . . everyone! They're the people you want to reach fast, 'cause when you sell 'em, you're in business with a capital "B"! Looks like you better get a line on WEMP rates and availabilities, doesn't it?

Milwaukee's Best Buy **WEMP**

5000 Watts at 1250

1935-1955 . . . 20 years of service to Milwaukee · Represented nationally by Headley-Reed

ROBERT JAY MISCH

on all accounts

IN 1926, *The New Yorker* magazine—then scarcely a year old—began running a series of articles titled "Manhattan Manual" by a 21-year-old "unknown" named Robert Jay Misch. A week or two after the first piece hit the newsstands, Mr. Misch—then "quite ungainfully employed" as a cub with the now-defunct George L. Dyer agency—received a phone call from Albert Frank & Co., forerunners of Albert Frank-Guenther Law. "We're looking for a free-lancer who can write ads for us in 'The New Yorker' manner," he was told. "Can you?"

He could—and did. Twelve years later, Mr. Misch left AF-GL as an account executive and vice president, and joined Al Paul Lefton, New York, in a similar capacity. He's been there ever since, writing copy, servicing a host of clients and—after 5:30 p.m.—turning out a vast number of "extra-curricular credits." Among them:

A fortnightly food and wine column for *The Playbill*, New York theatre program, called "Inside Us," a string of free-lance magazine articles on cookery, two books—a juvenile, *At Daddy's Office* for Alfred Knopf, *Foreign Dining Dictionary* for Doubleday—that have sold "quite well, thank you," and active membership in the New York Chapter of the Wine & Food Society, which he helped found after World War II.

Yet the two foods Mr. Misch deals with most frequently are coffee and noodles, for in his capacity as account executive at Lefton, he handles both Jos. Martinson's regular and instant coffee and A. Goodman & Sons macaroni, both heavy spot users. Other accounts serviced by him include: RCA Tube Div. (promotion spots for color tubes on NBC-TV's *Producers' Showcase*, etc.); Lovable brassieres (past tv spot sponsor), and Pearson Pharmacal Co. (participations for EyeGene on ABC-TV's *Film Festivals*, NBC-TV's *Queen for a Day* and MBS' Multi-Message Plan).

Mr. Misch, armed with a B.S. degree, *magna cum laude*, and a scrapbook of clippings, entered the Dyer agency as copywriter on U. S. Rubber bicycle tires. "After seeing my voluminous report on what I'd learned in six weeks at the U. S. Rubber school in Hartford," Mr. Misch recalls, "they switched me into Best Foods' mayonnaise." The Albert Frank job followed shortly thereafter. In 1938, he switched agencies and also wed the former Janet B. Wolff—"then, as now, my toughest copy chief." They have two children, Kathy, 12, and Mary, "14-going on 21."

You Might Swim 100 Yards in 49.2 Secs.—*

BUT . . . YOU NEED WKZO-TV TO MAKE A SPLASH IN WESTERN MICHIGAN!

AMERICAN RESEARCH BUREAU NOVEMBER 1955 REPORT GRAND RAPIDS-KALAMAZOO		
	Number of Quarter Hours with Higher Ratings	
Monday thru Friday	**WKZO-TV**	Station B
8:00 am to 6:00 pm	**109**	91
6:00 pm to 11:00 pm	**80**	20
Saturday and Sunday 10:00 am to 11:00 pm	**87**	17

NOTE: Survey based on sampling in the following proportions—Grand Rapids (44.8%), Kalamazoo (19.8%), Battle Creek (18.3%), Muskegon-Muskegon Heights (17.1%).

WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids and Greater Western Michigan. It's Channel 3 with 100,000 watts from a 1000′ tower. Delivers brilliant picture to almost 600,000 television homes in 29 Western Michigan and Northern Indiana counties—*one of America's top-20 TV markets!*

New ARB figures (left) show that WKZO-TV is the BIG favorite—morning, afternoon and night, not only in Kalamazoo and Grand Rapids, *but also in Battle Creek and Muskegon, as well!*

100,000 WATTS • CHANNEL 3 • 1000′ TOWER

AM – TV – FM

The Fetzer Stations

WKZO-TV—GRAND RAPIDS-KALAMAZOO
WKZO RADIO—KALAMAZOO-BATTLE CREEK
WJEF RADIO—GRAND RAPIDS
WJEF-FM—GRAND RAPIDS-KALAMAZOO
KOLN-TV—LINCOLN, NEBRASKA

Associated with
WMBD RADIO—PEORIA, ILLINOIS

WKZO-TV

Kalamazoo-Grand Rapids and Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

**Richard Cleveland set this world's record at Columbus, Ohio, in February, 1952.*

WORLD'S GOT IT!

"RADIO'S VOIC

FORTUN

You'll hit pay-dirt aplenty! It's exciting and profitable for stations and advertisers... a splendid example of the new profit-producing ideas offered FREE to World Affiliates all year-round!

World's new and effective answer to the question of HOW TO BUILD YOUR SALES VOLUME and FOCUS NEW ATTENTION ON YOUR STATION!

ARTB Convention!

E OF E

*distinctively
YOUR STATION'S
VOICE OF FORTUNE
when tied in
with your station
call letters!

YOUR LOCAL MERCHANTS WILL BUY AND BUY AND BUY!

You'll sell announcements and program time on your station morning, noon and night. This is the irresistible kind of radio advertising and merchandising idea that local, regional and national advertisers will want to get in on.

WORLD
SALES AND PROGRAM SERVICE

WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 22, New York

CINCINNATI HOLLYWOOD

CANADIAN REPRESENTATIVES: ALL CANADA RADIO FACILITIES LIMITED, VICTORY BUILDING, TORONTO

WHAT IS IT ?

We'll give you a hint. It's an audience-building game . . . a red-hot promotion! For full details visit WORLD'S CONVENTION DISPLAY ROOMS, 512-A AND 513-A, Hotel Conrad Hilton, Chicago on April 15th thru April 19th, 1956. We'll be looking for you!

KTHS (LITTLE ROCK)

DOES BIG JOB IN *LITTLE,* (ARK.)!

KTHS, 50,000 watts, is Basic CBS Radio in Little Rock. It does a tremendous job there—and throughout most of the *rest* of the State, too.

KTHS delivers a big clear signal to *Little* (Ark.), for example. This tiny Desha County community wouldn't even rate an asterisk in most market books. But as one of Arkansas' *many* small cities and towns, it helps make up KTHS's *interference-free daytime coverage of 3.3 million people!*

Ask your Branham man for full details on KTHS—Arkansas' *big* radio value!

The Station KTHS Daytime primary (0.5MV/M) area has a population of 1,002,758 people, of whom over 100,000 do not receive primary daytime service from any other radio station . . . Our interference-free daytime coverage area has a population of 3,372,433.

KTHS 50,000 Watts CBS Radio

BROADCASTING FROM

LITTLE ROCK, ARKANSAS

Represented by The Branham Co.

Under Same Management as KWKH, Shreveport

Henry Clay, Executive Vice President
B. G. Robertson, General Manager

BROADCASTING TELECASTING

April 9, 1956 Vol. 50, No. 15

BRISK BUYING SURGE SWAPS FOUR STATIONS, $7.7 MILLION

- **SOLD: WHAM-AM-FM-TV Rochester for $5 million**
- **SOLD: WSVA-AM-FM-TV Harrisonburg for $800,000**
- **SOLD: KEYD-AM-TV Minneapolis for $1.5 million**
- **SOLD: WGMS-AM-FM Washington for $400,000**
- **AND: Another $8 million in sales in prospect**

FOUR major station operations (all but one including tv) changed hands last week—with the total bill adding up to $7.7 million.

And, in various stages of negotiations, were five other sales with a total possible $8 million tab.

Announced last week and all subject to FCC approval were the following:

• WHAM-AM-FM-TV Rochester, N. Y. Sold by Stromberg-Carlson Div. of General Dynamics Corp. to Transcontinent Television Corp. for a reported $5 million.

• WSVA-AM-FM-TV Harrisonburg, Va. Sold by Frederick L. Allman to NBC executive Hamilton Shea and Transcontinent Television Corp. for an aggregate $800,000.

• KEYD-AM-TV Minneapolis - St. Paul, Minn. Sold by Morris T. Baker and associates to Sy Weintraub, Flamingo Pictures, and a group including some WENS (TV) Pittsburgh stockholders for $1.5 million.

• WGMS-AM-FM Washington, D. C. Sale by M. Robert Rogers and associates to RKO Teleradio Inc. for $400,000 virtually concluded.

Other transactions still in various stages of completion were:

• KGUL-TV Galveston-Houston, Tex. Being sold to J. H. Whitney Co. for an amount reported to be in excess of $4.5 million.

• WINS New York. Reported under consideration by a number of large entities (Westinghouse Broadcasting Co., Plough Inc., among others) for a sum understood to be close to $2.5 million.

• KYA San Francisco. Purchase from J. Elroy McCaw and John D. Keating by Gene Autry and Robert O. Reynolds understood to be near closing for $550,000-$600,000.

• WQAM Miami, Fla. Number of bidders interested in property which is required to be sold because of duopoly conflict with grant of Miami ch. 7 to Biscayne Television Corp. Figures mentioned range up to $500,000.

Transcontinent Television Corp., a new entity in broadcasting, but including several who have broadcast interests, reached out for two properties last week. It bought pioneer WHAM, and its fm and tv facilities, for $5 million and it joined with NBC vice president Hamilton Shea, WRCA-AM-FM-TV New York general manager, in the $800,000 purchase of WSVA-AM-FM-TV Harrisonburg, Va.

A Buffalo, N. Y., group, Transcontinent was formed last year for the purpose of buying and operating radio and tv stations in the U. S. and foreign countries. It comprises among its principals the following:

David C. Moore, president; 1955 assistant to the Assistant Secretary of the Air Force for Materiel. Mr. Moore had been national divisional sales manager of International Business Machines Corp. in New York, served with the Air Force as a lieutenant colonel in World War II.

Paul A. Schoellkopf Jr., chairman; vice president and director, Niagara Share Corp., Buffalo. He also has interests in Trico Products Corp. (automobile equipment and accessories), Mohawk Airlines Inc., and Marine Trust Co. of Western New York.

J. Fred Schoellkopf IV, vice president and director of the Buffalo and New York investment firm of Schoellkopf, Hutton & Pomeroy.

Others in Transcontinent are Seymour H. Knox, Buffalo branch manager of Dominick & Dominick stock exchange firm; and David G. Forman, formerly with Bell Aircraft Corp.

The Schoellkopfs and Mr. Knox own between 7% and 8% of WGR-AM-TV Buffalo, N. Y. The Schoellkopfs each have 20% in Television Assoc. of Elmira Inc., one of three applicants for that upstate New York city's ch. 9.

Its purchase of the WHAM properties was 100%. However, it was announced that the General Railway Signal Co., Rochester, will become a part owner. Those details are being worked out now, it was learned.

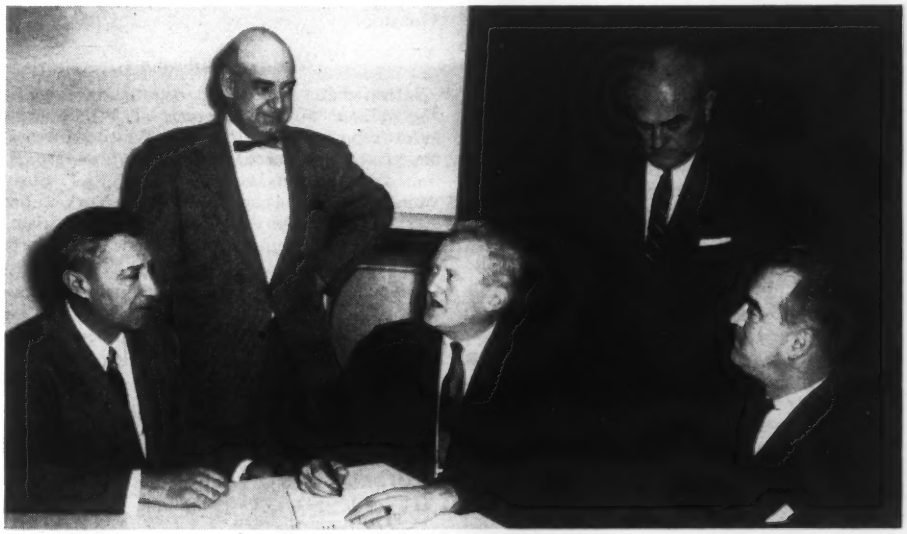
At the same time that Stromberg's sale of its broadcast properties was announced, the company also revealed that it had ceased television receiver manufacturing as of the end of March (see page 130).

Class 1-B, 50 kw WHAM was founded in 1922. It was bought by Stromberg-Carlson in 1927. It operates on 1180 kc, is affiliated with NBC and represented by George P. Hollingbery Co. WHAM-TV on ch. 5 began telecasting in 1949, has the same NBC affiliation and Hollingbery representation as the am station.

Ownership of Stromberg-Carlson passed to General Dynamics Corp. last July when the two corporations merged. General Dynamics is a leading producer of military and commercial aircraft (Convair), submarines (Electric Boat) and guided missiles.

Headquarters of Transcontinent is at 15 East 47th St., New York.

Joining with Transcontinent in the purchase of WSVA stations in the Shenandoah Valley city is Hamilton Shea, one-time controller and treasurer of Emerson Drug Co. (Bromo-Seltzer), Baltimore, Md., who was controller of NBC stations division before being appointed to manage the network's New York key sta-



PRINCIPALS in the $800,000 purchase of WSVA-AM-FM-TV Harrisonburg, Va., check details. L to r: Frederick L. Allman, present owner of the Shenandoah Valley stations; William A. Porter, WSVA attorney; Hamilton Shea, NBC executive who will be 50% owner of the Harrisonburg properties; James W. Blackburn, Blackburn-Hamilton Co., broker in the transaction, and David C. Moore, president Transcontinent Television Corp., which will own the other 50% of the WSVA stations.

tions. Mr. Shea will own 50% of WSVA and Transcontinent the other 50%. He is resigning his NBC position as of April 15. He will be president and general manager of the WSVA properties, and is a vice president of Transcontinent.

WSAV began operating in 1935 and holds a license for 550 kc with 5 kw day and 1 kw night. It is affiliated with NBC and represented by John E. Pearson Co. WSVA-TV on ch. 3 began operation in 1953. It is affiliated with all three networks.

Mr. Allman retains a one-third interest in WJMA Orange and 10% of WREL Lexington, both Virginia. At one time he was a stockholder in WAAM (TV) Baltimore.

The Harrisonburg transaction was handled by Blackburn-Hamilton.

Sale Signed Last Week

Contract for the sale of the KEYD stations was signed late last week. It is being bought by United Television Inc., which includes among its principals Thomas P. Johnson, chairman; Mr. Weintraub, president; Larry H. Israel, executive vice president; George Eby, secretary-treasurer, and Donald C. Lott, steel, and William F. Adler, publisher of the Pittsburgh edition of *TV Guide*.

Messrs. Johnson, Israel, Eby and Lott are stockholders in WENS. Mr. Johnson is an attorney and a co-owner of the Pittsburgh Pirates. Mr. Weintraub is president of Flamingo Pictures. Mr. Israel is vice president and general manager of WENS.

Mr. Israel will be in charge of both the Pittsburgh and Minneapolis operations, but will retain his headquarters in Pittsburgh. Aside from the appointment of a local manager for the KEYD stations, no other personnel changes are contemplated.

After the purchase is consummated, KEYD will be sold for about $100,000 to Robert Purcell, managing director of the Minneapolis-St. Paul stations, and James A. McKenna Jr., Washington attorney.

KEYD began in 1948 on 1440 kc with 5 kw daytime. It is non-affiliated and represented by H-R Reps. Inc. KEYD-TV on ch. 9 began in January 1955. It also is represented by H-R Reps. Inc. It is owned 84% by Morris Baker and family and 10% by Lee L. Whiting, executive vice president and general manager.

Rumored for weeks, the purchase of Washington's good music stations, WGMS-AM-FM by RKO Teleradio was reported last week as virtually completed but for the signing of the contract. The station, which only recently secured FCC approval to operate unlimited time, operates on 570 kc with 5 kw day, 1 kw night. It is owned by M. Robert Rogers and wife, Pierson Underwood and L. M. C. Smith. The Rogers and Mr. Underwood own 83⅓%; Mr. Smith 16⅔%. Last week in Wilmington, Del., Mr. Smith filed a stockholder's suit seeking to enjoin the sale of the station. Mr. Smith owns WFLN (FM) Philadelphia and WAEB Allentown, Pa.

To Remain in Posts

The agreement, which is expected to be signed momentarily, provides that Mr. and Mrs. Rogers continue as general manager and station manager respectively, and that Mr. Underwood continue as music director. A consultants' agreement taking the place of a management contract is also provided for the Rogers', paying $30,000 a year for five years.

RKO Teleradio will maintain the present program structure of the Washington stations, it was reported, but will modify the am station to accommodate MBS programs. WGMS-FM, which became the MBS Washington outlet last month, will continue on a sustained good music format, and will be used to feed such programs to other RKO Teleradio stations (WOR-FM New York, WNAC-FM Boston, KHJ-FM Los Angeles are among these) as well as to MBS affiliates who desire.

Only last month, RKO Teleradio sold WGTH Hartford to H. Scott Killgore's Tele-Broadcasters Inc. for $250,000 [B•T, March 26]. This was necessary to comply with the FCC's rule that a single entity can own no more than seven stations. In addition to the fm stations in New York, Boston and Los Angeles (which also include am and tv adjuncts), RKO Teleradio owns WGTH-TV in Hartford (sale to CBS pending FCC approval), KFRC San Francisco, WHBQ-AM-TV Memphis and WEAT-AM-TV West Palm Beach, Fla.

The WGMS transaction was handled by Allen Kander & Co.

Tentatively scheduled to be closed in Washington this week, with an application possibly to be filed next week, is the sale of CBS-affiliated, ch. 9 KGUL-TV Galveston-Houston to the Whitney company. The Whitney firm, headed by John Hay (Jock) Whitney, owns ch. 6 KOTV (TV) Tulsa and has investments in a number of community tv systems. Mr. Whitney is a brother-in-law of CBS chairman William S. Paley. The transaction was first reported in B•T [Closed Circuit, March 19, 26].

It was understood that only 90% of KGUL-TV is involved; Texas oilman Wesley West retains his 10% interest. Mr. West paid $150,000 for the interest several months ago. He bought it from R. Lee Kempner, who has a 10% interest now.

Paul E. Taft, present president-general manager and 40.5% stockholder, will, it was understood, remain as operating head of the station. He will also reacquire a 10% interest in the station.

KGUL-TV began operating in 1953. It is represented by CBS Television Spot Sales. The move of its antenna nearer Houston, granted by the FCC earlier this year, has been appealed to the federal courts by ch. 13 KTRK (TV) Houston.

WINS Negotiations

Meanwhile, still in the negotiating stage is the sale of 50 kw independent WINS—with most reports indicating that Westinghouse is the prospective purchaser. At one time, Plough Inc. was understood to be talking to J. Elroy McCaw, 75% owner of the New York outlet (on 1010 kc). Mr. McCaw and his associates bought WINS from Crosley Broadcasting Corp. in 1954 for $450,000.

Also near closing, it was understood, is the sale of KYA San Francisco by Mr. McCaw and Mr. Keating to movie-tv star Gene Autry and Robert O. Reynolds. KYA is on 1260 kc with 5 kw day, 1 kw night. Messrs. Autry and Reynolds own KMPC Los Angeles; Mr. Autry owns 56.4% of KOOL-AM-TV Phoenix and 48% of KOPO-AM-TV Tucson, Ariz.

Mr. McCaw and Mr. Keating together own 50% of KONA (TV) Honolulu. Mr. McCaw, in addition to his 75% interest in WINS, also owns KORC Mineral Wells, Tex.; KTVW (TV) Tacoma, Wash.; 50% of KELA Centralia, Wash.; 75% of KTVR (TV) Denver and has minor interests in KYAK Yakima and KALE Richland, both Wash.

Purchase of WQAM Miami is reported under serious consideration by Plough Inc., Memphis pharmaceutical manufacturer (St. Joseph aspirin, Mexsana powder, etc.)—which in one week last month laid out over $1 million for WCAO-AM-FM Baltimore (between $550,000 and $600,000) and WCOP Boston (about $450,000) [B•T, March 26, April 2]. However, it was understood that there are a number of other bidders for the Miami property.

Plough Inc., through its newly-formed subsidiary, Plough Broadcasting Corp., owns WJJD in Chicago and plans to have this subsidiary as licensee of WCAO-AM-FM. WMPS Inc., also under Plough Inc., is licensee of WMPS Memphis. Abe Plough is president of Plough Inc. Harold Krelstein, Plough Inc. vice president in charge of radio-tv operations, is also president of the subsidiary firm.

The sale of the ABC Miami outlet (operating on 560 kc with 5 kw day, 1 kw night) is a condition of the Miami ch. 7 grant to Biscayne Television Corp. Biscayne comprises the Knight interests (WQAM-*Miami Herald*), the Cox interests (WIOD-*Miami News*) and Niles Trammell, former NBC president.

COLLIER'S HEAD COY ABOUT PLANS FOR TV

President Paul Smith of Crowell-Collier discourages reports his firm seeks to buy 'San Francisco Chronicle' newspaper-radio-tv or 'Cincinnati Inquirer'; says C-C will decide 'later this year.'

PAUL C. SMITH, president and editor-in-chief, Crowell-Collier Publishing Co., last week reiterated the company's plans to "go into television" but refused to divulge specifics.

In an interview with B•T Mr. Smith said, "I can only talk about intentions—not specifics."

In Portland, Ore., Mr. Smith on Feb. 29 told reporters that "transactions on our first property [newspaper and/or station] will be completed within the next 60 days," and that bids were then being considered on other properties as well.

Mr. Smith told B•T last week that this plan has not "worked out."

One of the properties Mr. Smith was reported to be eyeing—and still is—the *San Francisco Chronicle*, owns KRON-TV San Francisco and also holds a 97½% interest in KBAK-TV Bakersfield, Calif.

However, Mr. Smith said: "This Chronicle

COLLIER'S MR. SMITH

thing is a widely misunderstood matter." He explained that even if he wanted to buy it "today" he could not, because the Chronicle properties "reside in irrevocable trust."

Since the death of publisher George Cameron, ownership of the paper and its stations is shared among the three immediate survivors of founder Mike de Young (including Mrs. George Cameron) and seven grandchildren, "all of them over 35."

Mr. Smith did not deny that he had "great interest" but said that with "this family matter" and the "exorbitant cost" (reportedly $20 million) his interest is "purely academic."

Mr. Smith also punctured a report that another of his major interests is the *Cincinnati Inquirer*, currently undergoing a struggle for control. He said: "I heard the gentlemen [James H. Ratliff Jr. and J. Henry Berne] were in town looking for buyers. I am not one of them."

As to specific newspaper or station buys, Mr. Smith said: "No decision will be forthcoming until later this year." He did not say when. He did say, however, that Crowell-Collier would prefer to make its tv property purchases in "a money making market."

He felt that launching a station in an as yet undeveloped tv market would not be "as profitable for us as buying a station already on the air which could be doing better financially under new management."

At the annual stockholders meeting Thursday, Mr. Smith dodged several specific queries regarding Crowell-Collier's tv plans. Asked, "How will our company prevent tv from creeping in on us?" Mr. Smith replied: "Well, we're creeping into television." Just when or how, he declined to say. "We are always looking for new ways in which to develop new sources of revenue," Mr. Smith said, "and as soon as we find the ways and the means and the properties we'll go into business."

He also told stockholders that "we hope to be in the record club mail order business by the end of the year." He said, however, that Crowell-Collier will "not go into the manufacturing or retail business."

Particulars Declined

Mr. Smith declined to spell out, in the B•T interview, details of such matters as the Crowell-Collier Record Club [B•T, March 26] other than to say that "it is highly probable" that the firm's repertoire would come from the archives of Urania Records Inc., New York. Another operational phase of the division would be that of radio-tv production, packaging and syndication. Such a move, Mr. Smith acknowledged, would force Crowell-Collier to revolutionize article payments, since at the present time the company's three magazines purchase only the first rights, permitting the author to collect additional fees for tv adaptations. Earlier, another official said, "One reason we are considering tv production within the shop is that we would like to share some of these revenues that television is paying our contributors right now."

For Mr. Smith, diversification has been a pet project ever since he joined Crowell-Collier in May 1953, as "a dangling vice president." The following January after becoming president he outlined diversification as "the fourth necessary step" in what he called "Operation Chewing Gum and Scotch Tape." The operation was designed to bolster C-C's finances, then some $4.2 million in the red.

After revamping financial, administrative and editorial phases of the firm's operations, Mr. Smith in 1955 told stockholders that he had cut the losses 45% and last week he reported the first profit ($773,917) in three years.

NEW CONTRACT FORMS ISSUED BY AAAA FOR AGENCY USE IN BUYING OF SPOTS

Copyrighted blanks incorporate changes to conform with terms of association's consent decree in the government's anti-trust suit. NARTB also distributing them to its members.

NEW copyrighted contract forms for use by agencies in buying spot radio and spot television time were issued by the American Assn. of Advertising Agencies last week and distributed also by NARTB to its members.

The new forms incorporate changes made to bring the blanks formerly used into conformity with terms of the AAAA consent decree in the government's anti-trust suit [B•T, Feb. 6]. New order blanks, similarly revised, were released at the same time for use in buying space in publications and for transportation advertising.

The AAAA, in sending copies of the new forms to "all agencies of record in the U. S.," including those which are not AAAA members as well as those which are, reported that three principal changes are involved. "There is nothing in the new forms which should require any change in an agency's customary methods of dealing with media," AAAA said.

The three main changes in format, as cited by AAAA:

1. Deletion of the former prohibitions against "secret rates, rebates or agreements affecting rates" and against splitting commissions. AAAA explained that these provisions of the old forms were removed in order to secure Justice Dept. approval. It saw "no reason for agencies or advertisers to be disturbed" by the change and pointed out that "agencies are entitled to all rate information on request."

2. Addition, with approval of AAAA's special counsel, of a new provision on each of the revised forms: "Agency represents that it is primarily engaged in the business of developing, servicing, and placing advertising, and that no advertiser, medium, or supplier has a direct or indirect financial interest in it, and that its principal owners are active in its work." Inclusion of this provision makes it necessary for so-called "house agencies," for example, to signify on the form, if they use it, that they do not have the independent status described in this provision.

3. New wording has been added to the "rate policy" provision to make clear that the "station represents" that the rates named in the contract are the lowest which the station has established for similar broadcast time "at the time this contract is executed." If the station lowers the rate for equivalent time during the life of the contract, the contracting advertiser also gets the benefit of such reduction.

These revisions were described by AAAA as "the only substantive changes."

Speaking of the new forms as a whole—those for publications and for transportation advertising as well as for radio and tv—the association pointed out that there have been "a number of minor changes in wording . . . including changes required by the government attorneys for the purpose of making each form appear to be, as it is, a contract between an individual agency and an individual medium. These changes do not, in our opinion, affect the day-to-day usefulness of the forms from the viewpoint of either agencies or media . . .

"It should be noted that the important provision which makes the agency solely liable for payment has been continued in all the forms."

AAAA copyrighted forms are intended primarily for use by, but are not restricted to, AAAA members. They have been widely used in the past. AAAA noted that "most national advertising has been placed by means of the forms, and they have been over the years a major convenience in the flow of business between agencies and media."

It is no longer necessary for an agency to get AAAA's written permission to use the forms, "because if any agency is not prepared to sign the representations and commitments embodied in the copyrighted conditions covering, among other points, agency's sole liability for payments to media, and agency's independent character, it must so indicate on the face of the form.

"Media also are authorized to use AAAA copyrighted forms with agencies whenever they wish to, especially in cases when agencies do not have forms of their own."

Both agencies and media are free to add provisions or modify the conditions to suit their needs. However, AAAA said, "any change affecting the copyrighted conditions must be clearly and conspicuously noted on the face of the forms. Changes on the back are *not* permitted." This, it was explained, is the purpose of the AAAA copyright and conformance "is necessary so that neither medium nor agency will need to read the fine print on the back of each order to find out whether the conditions have been altered in any way."

Has Right to Withdraw Form

AAAA also pointed out that "permission for agencies to use the AAAA copyrighted forms is a privilege which may be withdrawn in any individual case if, for example, it should be reported that an AAAA form was being used to deceive or mislead media, or to help perpetrate a fraud on the public, or for other illegal purposes, or was being used to the detriment of advertising."

Although use of these forms by an agency does not guarantee the agency's credit, AAAA said that "media may now expect the forms to be used by agencies—

"Which (1) are 'primarily engaged in the business of developing, placing, and servicing of advertising,'

"In which (2) 'no advertiser, medium, or supplier has a direct or indirect financial interest,'

"In which (3) the principal owners are active in the work,

"Which (4) accept the principle of the agency's sole liability for payment to media."

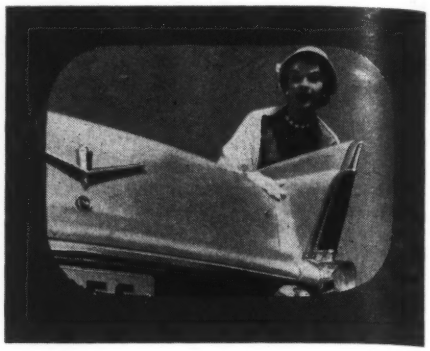
Media were requested to notify AAAA headquarters "if they suspect that any agency is abusing the privilege of using the AAAA copyrighted forms. Upon such notification, AAAA may inquire of the agency in question, and upon due consideration, may decide whether permission for that agency to use the copyrighted forms should be withdrawn."

Hotpoint Names NL&B

APPOINTMENT of Needham, Louis & Brorby Inc. as advertising agency for Hotpoint Co.'s new tv receiver line, expected to be introduced in July, was announced last week. The company hopes to sell more than 100,000 sets (made by General Electric) this year and eventually market color receivers under its own name. D. Edward Weston Jr. is general manager of the newly-created tv department.

DOES TV SELL AUTOS? AUTOMAKERS SAY YES

- **Major car advertisers testify to tv's effectiveness**
- **They take issue with criticism by Pontiac's agency**
- **Others bring up proof that tv is durable for durables**



AUTOMOBILE and other durable goods manufacturers joined agencies and television industry members last week in upholding tv's power to move big, expensive products as well as smaller, less costly items.

Some volunteered and others gave their views in response to an informal survey conducted by B•T after Ernest Jones, president of MacManus, John & Adams, Detroit, questioned television's ability to move durable goods [B•T, April 2].

Mr. Jones himself undertook to clarify the situation his published speech had provoked, explaining in a statement to B•T that he had only meant to put television into proper perspective among media, that he has high regard for tv and will continue to use it for Pontiac and other MacManus, John & Adams clients (see text of statement, page 39).

Reaction generally was divided into two categories: (1) We have proof that television is a top-notch buy for durable goods sellers and here it is, or (2) if we didn't rate it highly, would we be spending all these millions on it?

One new study that came to light in B•T's canvass of big-goods advertisers showed that of all the recent buyers who first heard of American Motors' Rambler through some form of advertising, more than half became interested through television. Television Bureau of Advertising also made public some of the highlights of a recent special study of television and the automotive market.

Reactions during the week included:

• Al Gage, national advertising supervisor of American Motors, said that "television is increasing floor traffic as well as reaching a lot more people than ever before." He reported that in a survey among recent buyers of the company's 1956 Ramblers, more than 42% said that they had first heard of the Rambler through advertising—and that 56.3% of that 42% indicated that television was responsible for first interesting them in the car. American Motors (Nash and Rambler) sponsors *Disneyland* on ABC-TV (Wednesdays, 7:30-8:30 p.m.) through Geyer Inc., New York.

• R. J. Fisher, advertising manager, Mercury Division, Ford Motor Co., stated that "Mercury Division's continued sponsorship of the *Ed Sullivan Show* speaks for itself." Lincoln-Mercury has sponsored the Sullivan show on CBS-TV (Sundays, 8-9 p.m.) for the past five years and plans to continue to underwrite the program next year. Kenyon & Eckhardt, New York, is the agency.

• Frank Noble, assistant sales manager of Studebaker Division, Studebaker-Packard, said "Our dealers are very enthusiastic about the *Reader's Digest* show. The ratings of the show have gained consistently since we started in 1954 and the dealers' enthusiasm has increased equally. In our business," he pointed out, "advertising must have high acceptance from dealers. On this score our show is highly satisfactory." Studebaker-Packard sponsors the *Tv Reader's Digest* (ABC-TV, Mondays, 8-8:30 p.m.) and plans to continue next year. Benton & Bowles and Ruthrauff & Ryan, both New York, are the agencies.

• Henry B. Daniels, general sales manager, Lincoln Division of Ford Motor Co., told B•T that "television plays a vital role in Lincoln's advertising program. Our participations on the *Ed Sullivan Show* and *Producers Showcase* have undoubtedly contributed to the rising demand and sales of the 1956 Lincoln."

• G. C. Eldredge, advertising manager, Ford Division, Ford Motor Co., said: "The Ford division considers television advertising one of the strongest of the many media. It has grown in importance each year since we began to use it. Tv has had a very real effect, in our opinion, in the development of preference on Ford products.

"Properly used, television has the ability to build real consumer belief in the merits of a product. People can be shown engineering and construction advances. Visual demonstration can point out handling and performance superiorities.

"We launched a new safety idea with our 1956 models. After four of our monthly *Ford Star Jubilee* programs, which we use along with our weekly *Ford Theatre,* our consumer research surveys showed that lifeguard design had been firmly established as a distinct product advantage in the minds of two-thirds of the people who saw at least one of the shows. We have reached as high as 15,700,000 homes with this program. This is an outstanding demonstration of the way tv helps to put across a convincing Ford sales message."

Plymouth Likes Its Tv

• Bruce E. Miller, advertising and merchandising director, Plymouth Division of Chrysler Corp., had a good word for television even though he announced Plymouth is dropping sponsorship of the Wednesday and Friday segments of *NBC News Caravan* with John Cameron Swayze on June 29. Plymouth's plans are up for review and future broadcast possibilities will be determined when these plans are definitely set, he said, asserting:

"We have been completely satisfied with the sales performance of the Plymouth *News Caravan* since its inception in January 1955. Our relationship with NBC and Mr. Swayze has been pleasant and mutually profitable."

N. W. Ayer & Son, New York, is agency for Plymouth. It was understood that television definitely is being considered in the company's current review and planning.

• Spokesmen for Buick Division of General Motors declined to be quoted formally but an official noted that Buick is spending $11 million on its sponsorship of the Jackie Gleason *Honeymooners* show (CBS-TV, Saturdays, 8-8:30 p.m.). Spending that sort of money, he observed, Buick obviously believes television can sell cars.

• George Wolf, vice president and director of radio and television, Ruthrauff & Ryan, New York, cited published accounts of Mr. Jones' Pittsburgh speech and said: "Nowhere in Mr. Jones' remarks does he mention any of the advertising agency's responsibility in the buying of television on behalf of its clients. Instead, we have a gouge in the eye for the medium as a mover of durable goods and a kick in the pants for the networks for their 'arrogance' in programming matters. Speaking as an agency man, I am embarrassed by his attack on a medium that has done so much for the agency business and advertisers in the last decade."

• Chris J. Witting, vice president in charge of the consumer goods division of Westinghouse Electric Co., a major manufacturer of durable goods, called attention to its reliance on television via *Studio One* and its $5 million sponsorship of CBS radio and tv coverage of the forthcoming political conventions and election returns (also see story, page 40). Any medium that reaches 25 million people in an evening, he said, referring to *Studio One,* "is bound to be good." But he pointed out that no single commercial on the air, no single ad in a magazine, no single message on a billboard will do the trick alone—that there must also be efficient merchandising and sales promotion to sell goods.

"Television," he said, "certainly is a traffic building medium like there's never been before. But after you build traffic into the stores—which is what you're trying to do—then the sales promotion and merchandising take over."

• Jack Minor, general sales manager, Dodge Division of Chrysler Corp., already was on record that the proof for any medium is "actual sales at the retail level"—and that Dodge's use of television has won dealer favor, which is the company's yardstick in judging tv's worth [AT DEADLINE, April 2].

Through Grant Adv., Detroit, Dodge sponsors the *Lawrence Welk Show, Break the Bank,* and *Make Room for Daddy,* all on ABC-TV.

• Two prominent film distributors—Ziv Television Programs and National Telefilm Assoc.—issued statements pointing up the extensive and successful use of television by automobile and other durable goods dealers.

Just how big *is* the durable goods market in television? Mr. Jones estimated that the automobile industry alone is spending $100 million a year in tv. When other durable products—refrigerators, stoves, etc.—are added, the total is increased almost incalculably.

A study of NBC-TV's 1955 commercial schedule, for instance, shows that a total of 46 advertisers whose products might be called "durable goods" sponsored programs or bought participations in the NBC-TV lineup last year. An unofficial estimate put their gross billing—for time alone—at around $48.5 million. Publishers Information Bureau records show 34 such advertisers with gross billings of $39.3 million on CBS-TV. On ABC-TV, without counting other durable-goods programs, five shows sponsored by three automobile manufacturers probably represent a gross annual out-

lay of better than $16 million for time and talent.

PIB figures for January, the latest available, reflect a much heavier automotive use of television this year than last. Counting equipment and supplies as well as automobiles, auto gross billings in tv amounted to $5.4 million as compared to $3.5 million in January 1955.

By car make, auto gross tv network billings in January this year were broken down as follows: Chrysler $588,260; Chevrolet $579,402; Dodge $537,770; Ford $500,539; Lincoln-Mercury $459,925; Pontiac $367,071; Buick $313,786; Plymouth $249,184; DeSoto $226,836; Nash $205,127; Studebaker-Packard $168,058; Oldsmobile $129,547, and Chrysler, for "general promotion," $120,538.

Television Bureau of Advertising, which had answered Mr. Jones' speech shortly after it was made [AT DEADLINE, April 2], meanwhile last week released some of the highlights of a special automobile study conducted for TvB by A. C. Nielsen Co. TvB's national sales director Halsey Barrett also was in Detroit last week acquainting automotive advertisers with details of the study, which was completed in January.

One feature of the Nielsen findings, TvB pointed out, is that the automobile market is not nearly as "selective" as many people think. As a matter of fact, officials said, the automobile market actually can be termed less selective than the cigarette market, for example. Among television homes, it was explained, 79% have automobiles, as against 67% than can be classed as cigarette smoking homes.

The Nielsen-TvB study shows that three-fourths (76%) of the homes with cars are television homes; that almost four-fifths of television homes (79%) are car-owning homes; that less than three-fifths (59%) of non-television homes are car-owning homes.

Moreover, the study found, families that spend the most time with television also spend the most time in their cars. That is, when tv homes were divided into equal fifths, the fifth that averaged the most time watching television (8 hours 59 minutes per home per day) also had the highest average car mileage (13,383 miles per tv car-owning home per year).

TvB has a count, via the Nielsen project, of the audiences reached by various television shows that are sponsored by auto makers.

It was found that *Ford Theatre*, for instance, reaches 62.5% of all car-owning tv homes 2.2 times per month, while Lincoln-Mercury's *Ed Sullivan Show*, as another example, reaches 75.8% of all car-owning tv homes 2.5 times a month.

Meanwhile, Ziv Television Programs released a study which drew what it called a "strong relationship" between an auto dealer's share of a billion-dollar new car market at the local level and the extent to which he uses tv program film locally to pinpoint the buying audience. According to Ziv, this was particularly so with Pontiac's dealers, as well as Chevrolet, Oldsmobile and Buick.

The study, said Ziv, was "clearly indicative of television's ability to sell an expensive 'durable goods' product like an auto within a given community."

According to Ziv, at least 52% of Ziv's dealer-sponsored shows have been signed by dealers handling various General Motors lines, a figure, the company said, which parallels closely the general share of the market won by GM dealers in the past year.

GM dealers, Ziv said, have been joining its client list locally at a faster rate than those handling other lines. Overall increase in auto dealer volume at Ziv Tv for the past 12 months was placed at 17%, with GM dealers spending for local sponsorship up more than 22%.

Breakdown of Ziv Tv auto dealer business by percentages: Chevrolet, largest single group on Ziv's roster, 27%; other GM-make dealers, 25%; Ford-made products, 30%; Chrysler, 13%; with the remaining 5% made up of various independents like Studebaker-Packard.

Ely Landau, president of National Telefilm Assoc., said: "Television advertisers are living more compatibly with tv now than ever before." In a lengthy statement issued early in the week, Mr. Landau played on the Jones' statement of "the public's honeymoon with television is over," to stress that the "advertisers' 'honeymoon' developed into a happy marriage many years ago." Advertisers, he continued, are buying tv time to sell cars, air conditioners, and washing machines as well as washday soaps, toothpaste and coffee. "It's no secret that the line forms to the right to buy prime time on the tv networks. Many in that line are the manufacturers of automobiles and other durable goods," asserted Mr. Landau.

Mr. Landau also took issue with Mr. Jones' references to tv being not as selective a medium as print, declaring "it is far fetched to assume that print media intended for mass circulation is any more selective than tv, which reaches the same mass audience more dramatically."

As did others, Mr. Landau offered the success association of Lincoln-Mercury and the *Ed Sullivan Show* on CBS-TV. He noted that the longevity of this association was only one example of an automobile advertiser staying in tv "for the only good reason—that it sells automobiles." Other examples he cited: Ford Corner, Manchester, N. H., and Jim Moran's Courtesy Motors, Chicago. These, said Mr. Landau, were "incontrovertible proof of the fact that tv sells cars at the retail level."

These case histories, Mr. Landau related, can base their success on tv formulas—Mr. Moran, for example, sponsored both live shows and feature film programs, thus augmenting on the local level the manufacturer's tv efforts nationally.

Another case, said Mr. Landau, was that of

TV: ANOTHER TOOL, NOT THE WHOLE TOOL KIT

PRESIDENT Ernest Jones of MacManus, John & Adams, Detroit, discovered last week that he had toppled a bee-hive with the questions he raised about television in his speech to the Pittsburgh AAAA Council 10 days ago [B•T, April 2]. He had not intended to belittle television, he said, but rather to suggest that it be treated "as another great advertising tool and not the whole tool kit." In the absence of a text of his speech (he had spoken from notes in Pittsburgh), Mr. Jones prepared this clarifying summary of his views for B•T:

"I must admit that I am not a little surprised, and also flattered, at the tremendous interest in my remarks regarding television made before the Pittsburgh Council of the 4A's last week. I only wish that all of those interested in the subject could have heard my talk in its entirety, for I am sure they would have felt, as did members of the audience who were present, that I am not an arch enemy of television. In fact, I think I can honestly say that I have been an enthusiastic supporter for the medium and initiated many ideas dating back to the early days of commercial television. Perhaps it is only natural that the more dramatic portions were selected for publication.

"In my Pittsburgh talk I actually covered several subjects dealing with the future of advertising and the responsibilities that those of us now actively engaged in the business must take on our shoulders as our predecessors have done so well in the past. Many practices are abusing advertising and I pointed out what I consider to be certain shortcomings of our business relating to the use of advertising gimmicks, cut-throat methods, and local advertising practices that are undermining the public's faith in all advertising.

"As to network television *per se*, I said in my Pittsburgh speech that the American public's 'honeymoon' in television is over and that in agency thinking it must now take its normal and rightful place as another great advertising tool and not the whole tool kit. For I firmly believe that tv is both powerful and impressive, and every sign points to its continued growth as the nation grows.

"We have every intention of continuing to use this powerful communication instrument in every way that makes good sense. But I also have real concern for this bouncing baby. Remember, back in the mid and late 30's when automobile and other durable goods' advertisers virtually dominated radio? Nearly every automobile manufacturer was in radio up to its hub caps. And then that 'honeymoon' was over. No one wants to see that happen to television, where nearly 100 million automobile dollars will be spent this year. Costs have gone up to a point where we who are charged with the responsibility of investing our clients' advertising budgets, must continually examine the results achieved on an economic and unsentimental basis.

"Quoting further from my Pittsburgh talk: 'We must have a venturesome spirit to succeed in this business of ours but the variables of television are many and formidable, such as shifting adjacencies, changing opposition, plus the age-old gamble of entertainment itself.' For example, most tv spectaculars cost more than a Broadway show which might run for months, or even years. Yet there is no degree of certainty for the advertisers . . . for there is no sure thing in the entertainment field. Don't forget that even Rodgers & Hammerstein once wrote a turkey called 'Allegro.'

"And when I said that the public's 'honeymoon' with tv is over, I certainly did not mean that they are no longer watching. Surveys show the audience is growing . . . but the days of the 50 or 60 rating smash hit is essentially over. Yet the tv people continue to present programs to us and to our clients calling for more and more money, more and more talent, more and more time, as the formula for the automatic production of results as spectacular as the Spectacular itself.

"When the formula fails—as it must—the whole medium falls in esteem.

"As I said in Pittsburgh, let the tv networks and the agencies and the advertisers work together to protect this powerful medium from itself so that it can take its rightful place in the advertising tool kit, a credit and a benefit to all concerned.

"And may I add here that our relation with the broadcasting networks has always been extremely affable. We have had our differences, but they are usually resolved on a high plane and a fine basis. We have every intention to continue to use tv for Pontiac and other clients in the months ahead."

Sol Polk, also of Chicago, and a retail merchant he described as "the world's largest seller in virtually every nationally advertised appliance item." He said Mr. Polk spends $650,000 a year in Chicago on tv alone and "attributes his phenomenal success in selling appliances almost exclusively to his use of tv." (See separate story, page 72.)

Mr. Landau cited Buick, Westinghouse and General Electric as having been in tv from the start and with no inclination to drop out of tv because of the medium's contribution to their growths.

At another point, Mr. Landau was critical of what he said was Mr. Jones' "under rating" of the tv commercial's impact. He referred specifically to Mr. Jones' contention of the 60-second commercial being "too fleeting" for major purchases which require thought and consultation of the family. This, said Mr. Landau, "just doesn't stand up."

Time as a "sole and arbitrary measurement of selling effectiveness is certainly an inadequate approach," he asserted. He said a salesman—or "his tv equivalent"—could do more to influence the buyer by speaking for 60 seconds than in a letter which took four hours to write. He emphasized that in the 60-second period, the tv advertiser has the sole attention of viewers.

Radio-Tv Campaign Set for Westinghouse

About $10 million is budget for electronic media in biggest advertising push in company history. Firm tries to recoup losses incurred in recent strike.

RADIO and television will carry a major share of the load in the heaviest advertising and promotion campaign in the history of Westinghouse Electric Co. [B•T, March 26], Chris J. Witting, vice president and general manager of the Consumer Products Div., reported last week.

The radio-tv budget for 1956, Mr. Witting said, comes to approximately $10 million. This includes a heavy saturation radio spot campaign as well as the $5 million political convention-elections package on CBS Radio and CBS-TV, and Westinghouse's *Studio One* program on CBS-TV. The overall campaign starts April 16, with the saturation radio drive starting in late May.

Plans for the campaign—and also for new and restyled products including Westinghouse's new 22-inch color television receiver, which is slated to go into production within 30 days—were outlined by Mr. Witting and key officials of his division at a news luncheon in New York on Monday. They made plain that Westinghouse is out to sell in nine months what it normally would have expected to sell in 12 if the 156-day Westinghouse strike had not intervened.

Mr. Witting said the most intensive and aggressive selling effort of Westinghouse's 70-year history, designed to boost sales of many of its products by 35%, will be launched on radio in late May. Stations in approximately 100 markets will be used, spokesmen reported, and in some cases will carry up to 100 messages weekly where that much time is available.

The radio drive will be preceded and augmented by a "product pre-sell campaign" in newspapers, starting April 16.

Theme of the overall campaign will be "Watch Westinghouse" and commercials employing that slogan will be used on *Studio One* beginning April 30 as well as on the subsequent political package on both CBS networks, which will include political debates as well as convention and election night coverage. Consumer magazines and trade journals also will be used along with radio, tv and newspapers in the campaign, which is being handled through McCann-Erickson, Fuller & Smith & Ross, and Ketchum, MacLeod & Grove.

Edward J. Kelly, general manager of the television-radio division, said Westinghouse will produce color sets "in great quantities," starting with a run of 10,000 and with the subsequent production rate depending on sales. Prices will be "competitive" with those of other manufacturers, he reported.

Meanwhile, Westinghouse President and Board Chairman Gwilym A. Price told stockholders at their annual meeting in Pittsburgh on Wednesday that the company suffered an estimated net loss of more than $16 million in the strike-bound first quarter of 1956. At Monday's news luncheon, Mr. Witting was asked whether Westinghouse expected to "make money" this year. He said he "hoped" it would but that he realized that "you have to pay the price of admission to get a ringside seat," that Westinghouse was aware that "we've been out" but that "we intend to get back in."

SOFT DRINKS IN CHICAGO RADIO-TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

THE RADIO INDEX (NETWORK PLUS SPOT)

Rank	Product and Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Pepsi-Cola (Kenyon & Eckhardt)	—	5	88	197
2.	Coca-Cola (D'Arcy)	—	1	38	116
3.	Seven-Up (J. Walter Thompson)	—	2	9	14
4.	Canfield (Wesley Aves & Assoc.)	—	1	6	— (1)

THE TELEVISION INDEX (NETWORK PLUS SPOT)

Rank	Product and Agency	Network Shows	Total Stations	Commercial Units	Hooper Index
1.	Coca-Cola (D'Arcy)	4	3	51½	563
2.	Seven-Up (J. Walter Thompson)	—	3	13	110
3.	Pepsi-Cola (Kenyon & Eckhardt)	—	4	16½	109
4.	Hires Root Beer (N. W. Ayer)	—	1	4	27
5.	Canada Dry (J. M. Mathes)	—	1	2	12

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

* "Commercial Units": Commercials are taken from the monitored reports published by Broadcast Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."

** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks the average of the ratings for the preceding and following time periods is used wherever feasible; otherwise, the rating is that of either the preceding or following time period, normally the preceding. In the above summary, monitoring occurred Jan. 16-22, 1956.

[1] HIBA not computable because all Canfield progams involved—three 10-minute shows a week at 6:35 a.m.—are scheduled before daily rating measurements begin at 7 a.m.

Shulton Inc. Plans to Make Entrance Into Television

A MEN'S toiletries manufacturer, Shulton Inc. (Old Spice and other products), is taking a significant plunge into network tv.

It includes Shulton's buy of a two-part *See It Now* series, "Report From Africa," each program one-hour in length. Part I of the series will pre-empt Westinghouse Electric Corp.'s *Studio One* (10-11 p.m.) on April 23, and Part II will occupy Toni Co.'s alternate sponsorship of *The Arthur Murray Party* (10-10:30 p.m.) and American Home Product's *Quiz Kids* (10:30-11 p.m.) on May 17. Shulton's agency is The Esley Assoc., N. Y.

At the same time, Shulton purchased an hour-long Victor Borge special, Mr. Borge's first, which will be slotted on CBS-TV at 10-11 p.m. on June 14. The program basically will be hinged on Mr. Borge's successful, three-year, one-man show on Broadway.

Up to this time, Shulton has confined most activity to radio and tv spot except for having backed an earlier *See It Now* show last December. The report on Africa will take in a filmed study of the entire Dark Continent based on material gathered by CBS Newsman Alexander Kendrick and cameraman Bob McClure over a seven-month tour.

ONE CENT

will go a long way these days on WHO Radio!

Take 6:00 to 10:00 at night as an example . . .

THERE'S a lot of talk around these days about "dead" periods in radio — nighttime, mid-morning, etc. — and some of this yak is preventing some advertisers from grabbing a lot of *amazing* opportunities.

LET'S LOOK AT THE RECORD . . .

On WHO Radio, a 1-minute spot between 6 and 10 p.m. will deliver 54,934 actual listening Iowa homes.

That's 8.9 homes for a penny, or 1,000 homes for $1.12—*ALL LISTENING TO WHO!*

That's the *minimum.* In addition, WHO's 50,000-watt, Clear-Channel voice gets thousands of *unmeasured* listeners both in and outside Iowa! There are half a million extra home sets and half a million automobile radios *in Iowa alone*—and countless bonus sets in "Iowa Plus"!

Let Peters, Griffin, Woodward, Inc. set the WHO Radio picture straight for you. It's a tremendous story!

(Computations based on projecting Nielsen figures and 1955 Iowa Radio Audience Survey ratings against our 26-time rate.)

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

Peters, Griffin, Woodward, Inc.,
Exclusive National Representatives

NBC-TV

RICHMOND

WXEX-TV

WANT A RATING BEFORE SHOW IS AIRED? SINDLINGER & CO. NOW SUPPLIES A FIGURE

Pennsylvania researcher furnishes predicted audience, based on year-round interviews, before program is broadcast or telecast. KWTV (TV) has been a satisfied client since last September.

WOULD YOU, Mr. Advertiser, like to have a rating on your next week's program today, rather than a week or longer afterwards?

Would you, Mr. Broadcaster, like to know why that new program series is not getting the audience you feel it deserves?

"We can tell you," says Albert E. Sindlinger, president, Sindlinger & Co., audience researcher with headquarters at Ridley Park, Pa., a suburb of Philadelphia. The firm's new rating-in-advance service, called "Audience Action Index," is now being offered to advertisers, agencies and broadcasters after more than six months of testing in the motion picture field, where predictions are checked against actual box office receipts.

In principle the Sindlinger plan is simple: First, find out how many people know about the broadcast program or theatrical film. "If they don't know it's there they can't very well plan to see it," Mr. Sindlinger points out. Next, find out what its appeal is. Now, combine know-about and appeal and you'll have the potential audience who might stay home to watch the show on tv or hear it on radio, or who might go out to see it at their neighborhood movie theatre.

But it's not quite that simple. It's not just a matter of whether a satisfactory number of people want to watch a particular program (or see a particular movie). The real question is: Do they want to do that more than they want to do something else? They may want to see a certain movie, but not if it falls on the night of their favorite weekly tv show. They may want to watch a certain spectacular, but not if it is telecast the evening their bridge club meets. What determines their final action—whether or not they watch the telecast, whether or not they go out to the movie—is the intensity of its appeal.

Continuous Interviewing

To collect information as to how the public is apt to react to any given theatrical motion picture or broadcast program, Sindlinger interviewers are on the telephone daily from 3 to 9:30 p.m., seven days a week, 52 weeks a year. "We have no rating week, when audiences may be artificially inflated," Mr. Sindlinger explains, "We believe in continuous interviewing, weekdays, weekends, day after day throughout the year."

The Sindlinger interviews run seven to 12 minutes, long in comparison with those of the rating services using the coincidental telephone technique, but they are so constructed and conducted that between 80% and 85% are completed, Mr. Sindlinger states. Beginning with a couple of questions as to viewing and listening going on in the home at the time of the call, the interviewer then checks the length of time the family tv and radio sets were used the previous day and also on time spent reading newspapers and magazines, with particular attention to the radio-tv and amusement pages of the newspapers. Then it gets into the part vital to Mr. Sindlinger and his clients: What the public knows about particular programs and movies and how intensely it desires to see them (or hear, in the case of radio).

Each week the telephone interviews are augmented by personal face-to-face in-the-home interviews in the ratio of about 80% phone to 20% personal. The personal interviews, which are arranged by letter from respondents previously interviewed over the phone, explore in considerable detail the ways in which the respondent learned of a program or picture (through advertising and if so in the paper, on radio or tv; from a friend who recommended it, etc.) and the intensity of the appeal. Also checked in both types of interview is the frequency of attendance at the movies, the date of last attendance, etc., and the regularity of watching a certain tv series or listening to a certain radio series. Programs on other stations at the same time are also checked for audience and appeal.

"Unlike the rating services, which are interesting primarily in audience behavior at particular times, we are interested in its behavior in relation to specific programs or motion pictures. We make no attempt to check in detail on all viewing or listening; we do attempt to check very closely on the audience for particular programs or pictures. Each week for 29 weeks we've been checking on the appeal of certain motion pictures and telling theatre operators in advance whether their attendance would rise or fall and by what per cent. We've never once pointed the wrong way."

So far, the Sindlinger service has concentrated chiefly on the motion picture field. "Here we have a definite check on our accuracy in actual box office receipts and no arguments over techniques or sample size have any effect. We're either right or we're wrong." Continued renewals of original theatre clients and an expanding list of subscribers as the service expands have convinced Mr. Sindlinger he's on the right track. "We are now active in 23 states," he reports. "We're adding about five counties a week and will be completely national by June, when we're under contract to begin a weekly report on the number of people exposed to advertising on movie theatre screens."

However, since last September, Sindlinger & Co. has been serving one tv station, KWTV (TV) Oklahoma City. He describes KWTV as a "satisfied client," an opinion concurred in by Montez Tjaden, promotion manager of the station, who told B•T that information provided by the Sindlinger service has been of great help to her station. She cited the example of one program series which was not drawing the audience anticipated when it was scheduled. Sindlinger interviewers found that few members of the public knew about the program. An intensive promotion-publicity campaign was staged and the show's rating rose from 10 to 26, Miss Tjaden stated.

The Sindlinger service has been helpful in

EXPOSURE TO TV

AVERAGE DAY, WEEK OF MARCH 18-24, 1956

FOR ALL U. S. ADULTS (14 OR OVER)*

	Males %	Females %	All %
SOUTHWEST			
Total Exposed	72.0	74.9	73.5
Viewed Less than 1 hour	2.3	3.3	2.8
Viewed 1-2 hours	28.3	20.4	23.7
Viewed over 2-3 hours	14.6	16.1	15.4
Viewed over 3 hours	26.8	35.1	31.6
MIDWEST			
Total Exposed	74.7	78.0	76.4
Viewed Less than 1 hour	4.0	3.0	3.4
Viewed 1-2 hours	24.5	23.1	23.8
Viewed over 2-3 hours	11.1	13.2	12.2
Viewed over 3 hours	35.1	38.7	37.0
EAST			
Total Exposed	78.6	80.2	79.5
Viewed Less than 1 hour	2.4	3.1	2.8
Viewed 1-2 hours	19.8	18.0	18.9
Viewed over 2-3 hours	17.5	13.3	15.3
Viewed over 3 hours	38.9	45.8	42.5
SOUTH			
Total Exposed	70.1	70.9	70.5
Viewed Less than 1 hour	6.0	4.0	4.9
Viewed 1-2 hours	22.4	23.8	23.1
Viewed over 2-3 hours	11.9	13.9	13.0
Viewed over 3 hours	29.8	29.2	29.5
NORTHERN CALIFORNIA			
Total Exposed	69.4	69.9	69.6
Viewed Less than 1 hour	2.8	3.6	3.2
Viewed 1-2 hours	33.3	15.7	24.9
Viewed over 2-3 hours	13.9	10.8	12.5
Viewed over 3 hours	19.4	39.8	29.0

*Sample represents entire adult population, 14 years old or over, regardless of tv set ownership.

program planning and in promotion, Miss Tjaden said, reporting that certain local programs had been dropped or rescheduled in more favorable time periods as a result of the Sindlinger reports. "The service gives us guidance we didn't have before and we get it early enough to help us correct faults where necessary."

Checking on one of last fall's new CBS-TV shows, *You'll Never Get Rich*, Sindlinger's interviewers found many people who had never heard of this series but who had enjoyed watching Phil Silvers. These findings caused KWTV to retitle the program as *The Phil Silvers Show*, a change which was adopted a month later by CBS-TV.

Another Sindlinger discovery has been that the use of film stories and film clips on tv has adversely affected attendance at motion picture houses. While relatively unimportant to television, they are extremely important to the movies, he said, because they appeal most strongly to the most important source of movie revenue, the individual who goes to the movies once a week or oftener.

A report, "Hollywood Goes Living-Room," issued in February, summarized Sindlinger findings as follows: "In areas

"a) where the public had the opportunity to watch *Warner Bros. Presents, M-G-M Parade, 20th-Century Fox Hour, Disneyland* and the *Ed Sullivan Show*, theatre attendance during October-November-December of 1955 was down 17 to 20%;

"b) where the public could only view two or three of the above programs, attendance was down 8%;

"c) where the public could view less than two programs, attendance was down only 1 to 2%;

"d) where the public could not view any of the above programs, attendance was up 3 to 7% over the comparable period of the previous year."

Tv can help movies as well as hurt them, however, according to Sindlinger data. The March 24 report, commenting on the telecast of the Oscar awards on NBC-TV March 21, noted that while it cost movie theatres more than $180,000 in lost admissions that evening, the promotion given "Marty" and "Rose Tattoo" should increase their box office receipts by more than $2 million each, for a net gain of $4.5 million for movie theatres as a result of the telecast.

Interviews are selected by a probability sample at Sindlinger headquarters. Interviewers get only the telephone numbers and are not allowed to make substitutions. A minimum of 300 interviews is made for any assignment, more for most. The base is the total population of persons 14 years old or older, regardless of radio or tv ownership, making data comparable for newspapers, magazines, theatres, radio and tv.

The service is sold on a per interview basis, with the 300 minimum, costing 20 to 30 cents per question per interview, depending on the length of the question. Questions can be localized to a single community or asked nationwide. Mr. Sindlinger estimated that a survey might cost as little as $150 or as much as $5,000.

Depth interviews, taking from an hour to 90 minutes, are more expensive, usually running from $45 to $65 apiece, he said, but they include questions covering a number of broadcast programs and/or motion pictures, so the cost is divided among a number of clients. These interviews are tape-recorded, each client receiving a dubbing of the section of interest to him.

Formerly in the ratings field himself, with Radox, an electronic measurement of dial turning, Mr. Sindlinger feels his new service supplements rather than competes with program ratings. "We tell in advance what's going to happen; they report afterwards on what did happen." He has been pleased to find that his program predictions check very closely with the average of the ratings they receive.

LATEST RATINGS

NIELSEN

Top Tv Programs (Two Weeks Ending March 10, 1956)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time (EST)	†Total Audience No. of Homes Reached (000)
1.	I Love Lucy	Procter & Gamble General Foods	Biow Young & Rubicam	CBS	155	Mon. 9-9:30	17,796
2.	Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt	CBS	187	Sun. 8-9	17,410
3.	$64,000 Question	Revlon	BBDO	CBS	164	Tues. 10-10:30	16,673
4.	Ford Star Jubilee	Ford Div.-Ford Motor Co.	J. W. Thompson	CBS	172	Sat. 9:30-11	15,690
5.	Disneyland	American Motors American Dairy Assn. Derby Foods	Geyer & Brooks, Smith, French & Dorrance Campbell-Mithun McCann-Erickson	ABC	178	Wed. 7:30-8:30	15,444
6.	Jack Benny Show	American Tobacco Co.	BBDO	CBS	174	Sun. 7:30-8	14,637
7.	December Bride	General Foods Co.	Benton & Bowles	CBS	182	Mon. 9:30-10	14,567
8.	Dragnet	Liggett & Myers	Cunningham & Walsh	NBC	169	Thurs. 8:30-9	13,584
9.	Perry Como Show	Armour Co. Dormeyer Co. Gold Seal Co. International Cellucotton Products Noxzema Chemical Toni Co.	Tatham-Laird John W. Shaw Campbell-Mithun Foote, Cone & Belding Sullivan, Stauffer, Colwell & Bayles Weiss & Geller	NBC	95	Sat. 8-9	13,338
10.	You Bet Your Life	DeSoto Div. of Chrysler	BBDO	NBC	157	Thurs. 8-8:30	13,303
	The Millionaire	Colgate-Palmolive	Ted Bates	CBS	139	Wed. 9-9:30	See Ratings Below
	GE Theatre	General Electric Co.	BBDO	CBS	152	Sun. 9-9:30	

Rank	Program	‡Average Audience (000)	Rank	Program	†% Total Audience	Rank	Program	‡% Average Audience
1.	I Love Lucy	16,953	1.	I Love Lucy	52.5	1.	I Love Lucy	50.1
2.	$64,000 Question	15,620	2.	Ed Sullivan Show	51.9	2.	$64,000 Question	46.3
3.	Ed Sullivan Show	14,496	3.	$64,000 Question	49.4	3.	Ed Sullivan Show	43.2
4.	December Bride	13,689	4.	Ford Star Jubilee	47.6	4.	December Bride	40.5
5.	Jack Benny Show	13,233	5.	Disneyland	45.6	5.	Jack Benny Show	40.1
6.	Disneyland	12,671	6.	Jack Benny Show	44.4	6.	Disneyland	37.4
7.	Dragnet	12,636	7.	December Bride	43.1	7.	Dragnet	36.7
8.	You Bet Your Life	12,390	8.	Perry Como Show	40.2	8.	The Millionaire	36.6
9.	The Millionaire	12,145	9.	Dragnet	39.5	9.	You Bet Your Life	36.3
10.	GE Theatre	12,110	10.	The Millionaire	39.5	10.	GE Theatre	36.3

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
(‡) Homes reached during the average minute of the program.

Copyright 1956, A. C. Nielsen Co.

VIDEODEX

Top 10 Network Tv Shows
(March 1-7, 1956)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time (EST)	% of Tv Homes	Total Tv Homes	(000) Total Homes Rank
1.	$64,000 Question	Revlon	BBDO	CBS	164	Tues. 10-10:30	35.3	13,184	(1st)
2.	Ed Sullivan Show	Lincoln Mercury	Kenyon & Eckhardt	CBS	187	Sun. 8-9	33.5	12,109	(3d)
3.	Dragnet	Liggett & Myers	Cunningham & Walsh	NBC	169	Thurs. 8:30-9	33.3	11,973	(4th)
4.	I Love Lucy	Procter & Gamble General Foods	Biow Young & Rubicam	CBS	155	Mon. 9-9:30	32.7	11,549	(5th)
5.	George Gobel	Armour Pet Milk Co.	Foote, Cone & Belding Gardner	NBC	177	Sat. 10-10:30	32.3	11,455	(6th)
6.	Disneyland	American Motors American Dairy Derby Foods	Geyer & Brooks, Smith, French & Dorrance Campbell-Mithun McCann-Erickson	ABC	178	Wed. 7:30-8:30	31.4	12,116	(2nd)
7.	Playhouse of Stars	Schlitz Brewing	Lennen & Newell	CBS	125	Fri. 9:30-10	30.6	10,549	(8th)
8.	Climax	Chrysler Corp.	McCann-Erickson	CBS	162	Thurs. 8:30-9:30	30.2	10,366	(10th)
9.	You Bet Your Life	DeSoto Div. of Chrysler	BBDO	NBC	157	Thurs. 8-8:30	29.8	10,616	(7th)
10.	GE Theatre	General Electric Co.	BBDO	CBS	152	Sun. 9-9:30	29.2	.....	.....
	December Bride	General Foods Co.	Benton & Bowles	CBS	182	Mon. 9:30-10		10,389	(9th)

Copyright Videodex, Inc.

457 in Nielsen Lineup

TOTAL of 457 radio and television stations has subscribed for Nielsen Coverage Service No. 2 thus far, according to the April issue of "Nielsen Newcast" distributed last week.

NCS interviewers have begun field work on the service, a county-by-county measurement of stations coverage, and questionnaires have been mailed to some 250,000 families.

Curtis Group Buys Montenier

PURCHASE of Jules Montenier (Stopette deodorant, other products), Chicago, by the profit-sharing retirement plan trust of Helene Curtis Industries Inc. for an estimated $2.5 million was announced in Chicago last week. Both companies are substantial network tv advertisers.

Car Dealers Sponsor Dreier

AN Alex Dreier nightly newscast will be sponsored on seven midwest NBC radio outlets for 26 weeks, effective April 16, by the Lincoln-Mercury Dealers Assn. (Chicago District). Agency is Kenyon & Eckhardt Inc., Chicago.

DON'T LEAVE CHICAGO

WITHOUT COMPLETE INFORMATION ON THESE 104 FINE FIRST RUN FEATURE FILMS!

SOLD . . . in New York City, Los Angeles, Dallas, Denver, Minneapolis . . . and a total of 21 leading cities! ACT NOW!

Get Your Personal Copy!

NOW . . . for the very first time, titles, story lines, stars, credits and playing time . . . all in this one compact volume.

SCREEN GEMS TELEVISION SUBSIDIARY OF **COLUMBIA PICTURES**

CONRAD HILTON HOTEL — SUITE 519A-520A

TV ROLE SEEN INCREASING IN DEBUT OF PRODUCTS

Annual seminar in New York sponsored by Hilton & Riggio hears American Safety Razor vice president say that cost of unveiling items on video "is lower because of the volume secured" by such advertising.

TELEVISION advertising—especially its wide audience factor—is playing a greater role in new product introduction today than ever before, according to several leading advertisers.

Speaking last week at the third annual seminar on New Product Introduction, sponsored by Hilton & Riggio, New York, Edwin B. De Mesquita, vice president, American Safety Razor Co. (Gem, Pal, Personna blades, ASR lighters), New York, said that so far as his company is concerned, "though the cost of television is higher than other media, the cost of introducing the product is lower because of the volume secured through television advertising. Television, we found, was better able to sell the product and to produce those all-important across-the-counter sales."

Another major advertiser—one who can well attest to "television volume"—was George J. Abrams, vice president in charge of advertising, Revlon Products Corp. (sponsor of *The $64,000 Question* on CBS-TV). Mr. Abrams told the forum that "if your product has a demonstrable difference, demonstrate. If your product provides a benefit, show it."

Take Tips from Success

He said that the best advertising campaigns are those planned after studying what competitors have done in way of new product introduction. "It's a shortsighted marketing man, indeed, who fails to study the *successful*—and even more important—the unsuccessful campaigns of those who have introduced new products. For the monuments (and tombstones) of these campaigns have behind them the very things we seek to learn here today—why one product goes on to become a permanent part of American brand name history, while others are quickly forgotten, dying perhaps in a typical test city in a not so typical test," Mr. Abrams declared.

He went on to list some successes: introduction of Amm-i-dent Tooth Powder, Instant-Dip (silver polish), Good Luck Margarine, Cheer, Lipton's Onion Soup and a number of Revlon products introduced in the past 11 months; and these "failures": Pamper shampoo, Green Mint mouthwash, Staze dental adhesive.

Other speakers at the forum were Royal Little, board chairman, Textron American Inc.; Curtis C. Rogers, executive vice president of Market Research Corp. of America; John Diebold of John Diebold Assoc.; Charles Broderick, chief economist, Lehman Bros., and West Virginia Gov. William C. Marland.

D. C. Ad Group Warned Of Pitfalls in Ratings

"MURDER by decimal point" was the label given tv ratings by Ted Cott, vice president and general manager of the DuMont Broadcasting Co., at a luncheon of the Women's Advertising Club of Washington last week. "A difference in one decimal point can represent the loss of one million people," Mr. Cott continued.

He called for one rating system saying that under present conditions figures are abused and the results suspect. "But meanwhile many valuable programs will be lost, many performers' careers ruined and many businesses affected by the chaos which now exists," Mr. Cott declared.

COLORCASTING

Advance Schedule Of Network Color Shows

(All times EST)

CBS-TV

April 12 (8:30-9:30 p.m.) *Shower of Stars,* Chrysler Corp., through McCann-Erickson.
April 14 (7-7:30 p.m.) *Gene Autry Show,* William Wrigley Jr. Co., through Ruthrauff & Ryan (also April 21, 28, May 5, 12, 19, 26).
April 17 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son, through Needham, Louis & Brorby, and Pet Milk Co., through Gardner Adv. on alternate weeks.
April 26 (8:30-9:30 p.m.) *Climax,* Chrysler Corp., through McCann-Erickson.
May 5 (9:30-11 p.m.) *Ford Star Jubilee,* "This Happy Breed," Ford Motor Co., through J. Walter Thompson.
May 10 (8:30-9:30 p.m.) *Shower of Stars,* Chrysler Corp., through McCann-Erickson.
May 24 (8:30-9:30 p.m.) *Climax,* Chrysler Corp., through McCann-Erickson.

NBC-TV

April 9-12 (3-4 p.m.) *Matinee,* participating sponsors (also April 16-20, 26, 30-May 4, May 7-11).
April 9-13 (5:30-6 p.m.) *Howdy Doody,* participating sponsors (also April 16-20, 23-27, 30-May 4, May 7-11).
April 14 (9-10:30 p.m.) *Max Liebman Presents,* "Marco Polo," Oldsmobile, through D. P. Brothers.
April 15 (4-5:30 p.m.) *Wide Wide World,* insert at approximately 5:15 p.m., General Motors.
April 15 (7:30-9 p.m.) *Sunday Spectacular,* "Salute to Baseball," participating sponsors.
April 22 (3:30-4 p.m.) *Zoo Parade,* Mutual of Omaha, through Bozell & Jacobs and American Chicle, through Ted Bates, alternate weeks.
April 24 (8-9 p.m.) *Milton Berle Show,* Sunbeam, through Perrin-Paus, RCA and Whirlpool, through Kenyon & Eckhardt.
April 29 (9-10 p.m.) *Alcoa Tv Playhouse,* Alcoa, through Fuller, Smith & Ross.
April 30 (8-9:30 p.m.) *Producers Showcase,* "Dodsworth," Ford Motor Co., through Kenyon & Eckhardt and RCA, through Kenyon & Eckhardt, Al Paul, Lefton and Grey.
May 3 (10-11 p.m.) *Lux Video Theatre,* Lever Bros., through J. Walter Thompson.
May 6 (4-5:30 p.m.) *Hallmark Hall of Fame,* Maurice Evans Presents "Cradle Song," Hallmark Cards, through Foote, Cone & Belding.
May 12 (9-10:30 p.m.) *Max Liebman Presents,* Oldsmobile, through D. P. Brothers.

[Note: This schedule will be corrected to press time of each issue of B•T]

TOP AGENCY POSTS URGED FOR 'BROADCAST-MINDED'

Westinghouse Broadcasting's McGannon, speaking before district meeting of Advertising Federation of America at Canton, Ohio, says radio-tv should be equally represented with print to avoid dominance of one over other.

A CALL for advertising agencies to place "broadcast-minded executives" at top management levels was made Friday by Donald H. McGannon, president of Westinghouse Broadcasting Co., in a talk before the fifth district of the Advertising Federation of America at Canton, Ohio.

"Unless both print and radio-television are equally represented, the agency's philosophy will be dominated by one rather than being shared equally," Mr. McGannon asserted.

Admitting that print dominance in agencies grew up with the years of newspaper and magazine top positioning in the communications field, Mr. McGannon noted:

"Today, we do have top people in the advertising profession who grew up in the broadcasting branch of advertising, but too many agencies, in my opinion, continue to suffer from a lack of broadcasting's representation in the agencies' highest decision-making councils. Changes in communications demand that agencies shift their emphasis."

Mr. McGannon observed that whereas only a few years ago, "virtually every agency in the nation was print-minded," many of these same agencies today "have struck a balance between print and broadcasting."

Emphasizing that radio alone last year accounted for more than $450 million in revenues and that tv's revenues came close to $700 million, Mr. McGannon declared that "some people will rationalize" that this money was spent for national advertising exclusively and that the small agency cannot expect to make "a dent" in an industry so dominated.

"The facts prove otherwise," said Mr. McGannon, who pointed up that radio is no longer dominated by national advertising. He attributed radio's "great upswing" the past two years to strong local business. Tv, he said, is expanding both nationally and locally.

Other points discussed by Mr. McGannon were bait advertising and certain "myths of broadcasting." He asserted bait advertising was accepted by broadcasters who have lost sight of long-range goals and placed most broadcasters in the category of those who are interested in the long-range effects. He said radio station operators and advertising people must work together to set up a high standard for advertising on all stations.

The myths included "the dormancy of radio," citing radio set selling as continuing to outstrip that of television; radio as an exclusive medium for teenagers, asserting the facts proved otherwise with high listening periods falling between hours when teenagers are in school, and that tv is only for the big company.

Muriel Cigars Names L&N

CONSOLIDATED Cigar Corp., which recently purchased cigar interests of P. Lorillard & Co., appointed Lennen & Newell, N. Y., to handle advertising for the Muriel Cigars Div. Muriel cigars had been owned by Lorillard. The agency serviced the account prior to acquisition by Consolidated.

WFBL

THE BIG STATION

TOP RATED STATION
IN
SYRACUSE, N. Y.

Powered for Coverage

5 KW Day and Night

Programmed for Maximum Listener Attention

A B C
Brooklyn Dodgers
Outstanding Local Personalities

Denny Sullivan
Ron Curtis
Art Peterson
Bill Thorpe
Bob Ives
Ed Kaish

NEWS
Every Thirty Minutes

One of the Founders Corporation's Group of Stations; Associated with KPOA and the Inter-Island Network, Honolulu; WFBL, Syracuse, N. Y. and KTVR, Channel 2, Denver.

REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

Star
performer,
Regular clown,

Timing off,
Cued up-side-down!

BUT - not with
TELEPROMPTER
SERVICE

That's why —
ADVERTISERS PREFER
TelePrompTer stations like

KCMC-TV
Channel 6
Texarkana, Tex.

WLAC-TV
Channel 5
Nashville, Tenn.

TELEPROMPTER CORPORATION
300 W. 43 St., New York • JU 2-3800
LOS ANGELES CHICAGO WASHINGTON TORONTO

Bait Advertising Strictures Sought in Baltimore Council

ANSELM SODARO, state attorney for Baltimore City, has asked the city council for a new law which would put more teeth into regulation of advertising. The request came just prior to grand jury action against the Arnold Sales Co., Baltimore, for allegedly deceptive advertising of television sets.

Charles Roeder, WCBM Baltimore news director, said that no advertising on radio or tv was involved in the action, which named the company, its president, Herbert Sweren, a vice president and a salesman. An indictment is expected early this week.

Mr. Sodaro said the charge was made under an old Baltimore city ordinance and that he would continue to press for a stricter law regarding bait-switch advertising. He also stated that he expects to press charges against other firms in the near future.

Baltimore Adwomen's Plan

BALTIMORE's Women's Advertising Club last week recommended to the Maryland state attorney that a self-policing advertising industry "standards committee" be organized to uphold a "truth in advertising code."

Committee members would be from the advertising, media and business fields and the Better Business Bureau, it was suggested. Under the plan, previously submitted to the BBB, the Bureau would report suspected violations of the code to the committee, which would determine what if any further action was necessary.

N. Y. Session to Discuss 'Bait'

BAIT ADVERTISING, misleading guarantees, disparagement of competitors' products and deception in general are topics on the agenda of the Combination Storm Window & Door Industry trade practice conference scheduled for April 24 at New York City's Park Sheraton Hotel, the Federal Trade Commission announced last week.

Serta Mattress Names R&R

RUTHRAUFF & RYAN Inc. has been appointed to handle the $1 million-plus advertising account of Serta Assoc Inc., an organization of 44 U. S., Canada and Hawaii mattress manufacturers, effective March 30. Radio-tv and other media plans will be announced at a later date, according to the agency. Serta has used radio and television in the past and currently has participations on CBS-TV's *Garry Moore Show*.

Grant Names Heagerty V. P.

APPOINTMENT of Lee J. Heagerty as vice president in charge of merchandising for all domestic and international operations of Grant Adv. Inc. was announced last week by Will C. Grant, the agency's president.

Mr. Heagerty has been identified with advertising for 30 years and specialized in merchandising, sales and cooperative advertising since 1934. He was vice president and general manager of Grant Adv. (of Canada) Ltd. until his promotion. He will headquarter in Chicago.

NEW BUSINESS

White Owl Cigars sponsoring on alternate week basis NBC-TV's *National Bowling Champions*, new sports program begun yesterday (Sunday, 10:30-11 p.m. EST), replacing *Justice*, sponsored by American Tobacco Co. Agency for White Owl is Young & Rubicam, N. Y. Show is sustaining on alternate weeks.

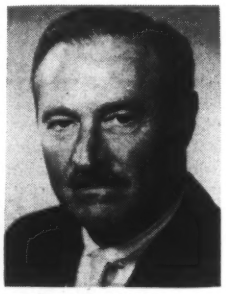
RENEWALS

Johnson & Johnson, New Brunswick, N. J., through Young & Rubicam, N. Y., and Wildroot Co., Buffalo, through BBDO, N. Y., have renewed *The Adventures of Robin Hood* over CBS-TV (Mon., 7:30-8 p.m. EST), starting in fall.

National Biscuit Co., N. Y., has renewed for second year Screen Gems' *Adventures of Rin Tin Tin* on ABC-TV (7:30-8 p.m. Fri.), starting in September. Agency: Kenyon & Eckhardt, N. Y.

A&A PEOPLE

Robert W. Ballin, vice president, J. Walter Thompson Co., N.Y., to Sullivan, Stauffer, Colwell & Bayles, N. Y., as vice president in charge of radio-tv program development. He has been with JWT past five years in radio-tv dept.


MR. BALLIN

George W. Davis, account executive, Campbell - Ewald, Detroit, named vice president.

John M. Toland, account executive, Grey Adv., N. Y., to Ruthrauff & Ryan, N. Y., as vice president.

Ellen Stillman, formerly vice president and advertising director of National Cranberry Assn., Hanson, Mass., appointed vice president of Hermon W. Stevens Agency, Boston.

B. W. S. Dodge, supervisor of retail layout and copy, advertising department, Gulf Oil Corp., Pittsburgh, Pa., appointed director of advertising, succeeding **W. E. Dermody,** retired after 22 years with firm.

Walter P. Smith, formerly account executive with Ruthrauff & Ryan, S. F., named advertising manager of Olympia Brewing Co., Olympia, Wash. Agency is Botsford, Constantine & Gardner, Seattle.

Kay Reed, formerly account executive on cosmetic accounts at The Martin Co., Chicago, appointed advertising manager of Lady Esther Div. of Chemway Corp., same city.

George W. Davis, account executive and associate creative director of copy at Campbell-Ewald Co., Detroit, elected vice president of agency.

James J. McLaughlin, formerly advertising and public relations director, Dormeyer Corp., Chicago, to Erwin, Wasey & Co., same city, as account executive. **Muriel Bullis,** formerly timebuyer at Foote, Cone & Belding, L. A., to Erwin, Wasey, L. A. office as radio-tv timebuyer. **Edwin T. Morgan,** formerly film producer at Leo Burnett Co., Chicago, appointed production manager of radio-tv department for Erwin, Wasey & Co., L. A. **Marion Russell,** network sales service manager, ABC Western Div., to Erwin, Wasey as business coordinator for L. A. radio-tv department. **Sigrid Hedin,** formerly timebuyer with several New York and Los Angeles agencies, to copywriting staff of Erwin, Wasey, L. A.

WTAC THE *Big* STATION

JUMPS TO FIRST PLACE IN FLINT

in just 49 days . . . with over 50% audience increase.

WTAC . . . First in Flint	
WTAC	18.7
Station "B"	13.1
Station "C"	11.3
Station "D"	10.6
Station "E"	8.5
Station "F"	4.6

Hooper, March 1956
12 noon - 6:00 P. M. Mon. - Fri.

WTAC's new programming is fast changing Flint's listening habits. Added to this is WTAC's greater coverage of Michigan's second market. Talk to The George P. Hollingbery Co., or Tom Warren, WTAC, National Sales Manager.

WTAC

FLINT • MICHIGAN

One of the Founders Corporation's group of stations; Associated with KPOA and the Inter-Island Network, Honolulu; WFBL, Syracuse, N. Y. and KTVR, Channel 2, Denver.

IN LOS ANGELES
ELECT SEVEN
TO CARRY
YOUR CAMPAIGN

X

MARK THE BALLOT OF SOUTHERN CALIFORNIA'S FAVORITE SONS*

Sky King . . . . . 11.1 ARB
Buffalo Bill, Jr. . . . 14.9 ARB
Wild Bill Hickok . . 11.6 ARB
Chucko, The Clown 9.4 ARB
Sheena . . . . . 12.5 ARB

Write in your candidate

(must be top quality film property)

Hold a caucus with your client and you'll vote the straight Sales Ticket . . . on

CHANNEL 7 KABC-TV

*5 to 6 pm block of programming following "Mickey Mouse Club". . . ARB, February 1956

Represented by

Edward Petry & Co., Inc.
NEW YORK • CHICAGO • ATLANTA • DETROIT
LOS ANGELES • SAN FRANCISCO • ST. LOUIS

N. Y. AFM LOCAL ENDORSES TRUST FUND

Officials say, however, that action does not indicate support of either national union or rebelling Los Angeles Local 47.

NEW YORK Local 802 of the American Federation of Musicians last Monday approved a resolution endorsing the music performance trust fund, but officials later explained that this move did not indicate support of the AFM in its controversy with Los Angeles Local 47 or opposition to the west coast local's action [B•T, April 2].

The resolution, which was approved by "a large majority" of more than 800 musicians attending the meeting, took "due notice of the importance of the continuance and maintenance of the music performance trust funds for the success of the employment promotion program of the administration, and directs the administration to take further appropriate action to enlarge the scope of its live music campaign."

Al Manuti, president of Local 802, explained at a news conference Tuesday that the resolution could not be interpreted as "a slap at Local 47" or "a supporting action" for AFM. He said he viewed the west coast dispute as "purely an internal political struggle within Local 47, and we don't intend to inject ourselves into it."

Manuti's Report

The resolution was adopted by Local 802 after hearing a report from Mr. Manuti who had visited the west coast for a first-hand survey of developments there. The meeting also heard a talk by Cecil F. Read, Local 47 vice president and a leader in the revolt against the AFM administration, during which he outlined the position of his faction within the local.

Mr. Manuti told newsmen Tuesday he personally was opposed to the tactics of Mr. Read and his supporters, referring to their action in deposing several officers of the local. Mr. Manuti expressed the view that Mr. Read should have made his position known at the AFM convention in June and also should have entered a slate of candidates in Local 47's election in December, so the full Los Angeles membership could decide whether to support Mr. Read or his opposition.

Mr. Read, and other rebel principals are to appear today at the Hollywood Plaza Hotel before special referee Arthur J. Goldberg, counsel for the merged AFL-CIO, who was handpicked by Mr. Petrillo to hear the charges raised in appeals by deposed Local 47 officers John te Groen and Maury Paul, Petrillo sympathizers.

Messrs. te Groen and Paul had opposed demands raised by the Read group and subsequently were impeached by the Local 47 membership [B•T, Feb. 27 et seq.] Mr. Read, Local 47 executive vice president, was named acting president to succeed Mr. te Groen. Mr. Paul was recording secretary.

Read Hits Resolution

According to Mr. Read, who was present for the New York meeting which lasted from 10:30 p.m. until 2 a.m. Tuesday, the session was anything but orderly and quiet. The resolution was described as an arbitrary action by Local 802 President Al Manuti as he "undemocratically" adjourned the gathering of 1,100 musicians without a vote.

"Bedlam broke loose," Mr. Read recalled, "and the hardboiled New York musicians, with tears in their eyes from rage and frustration, rushed the platform to argue with Mr. Manuti. New York musicians came to the Essex House to apologize to me and we didn't break up until 6:30 a.m."

Mr. Manuti and Local 802 Vice President Al Knopf were sent to Hollywood a fortnight ago by their membership to observe Local 47's impeachment of Mr. Paul. The purpose of Local 802's meeting last Monday was to hear their report.

Mr. Read said that he met with Mr. Manuti in Hollywood then and Mr. Manuti offered to "help" the Read faction in the long run if he were allowed to kill a current resolution which Local 802 offered a month ago endorsing the anti-Petrillo revolt within Local 47. The resolution had been tabled pending Mr. Manuti's trip to the coast.

Mr. Read explained that Mr. Manuti felt the tabled endorsement would embarrass him in the East since he said he aspires to be Mr. Petrillo's successor when Mr. Petrillo retires and is a candidate for the International Executive Board at the June AFM convention. Mr. Read said he agreed to go along with this deal but then realized it would mean sacrificing New York musicians who openly were his supporters and already have been threatened. He said he also wanted to let Monday night's meeting openly show the membership's sentiment.

Mr. Read related that he met with Mr. Manuti in New York last Sunday and told him he had changed his mind and would not make the deal. Mr. Manuti was quoted as refusing to invite Mr. Read to the Monday Local 802 meeting but explained he wouldn't keep him out if he came. Mr. Read went.

At the Meeting: Boos and Catcalls

The Local 47 rebel leader said Mr. Manuti's report on the Hollywood revolt was nothing but a travelogue of his trip without union information and was received amid "boos and catcalls and hollering to hear from Mr. Read." Mr. Manuti gave him the platform, Mr. Read said, with the admonition, "Keep it brief. We want to get out of here."

Mr. Read said he talked for nearly two hours amid Mr. Manuti's frequent pleadings to stop and when he did finish reviewing the whole anti-Petrillo position "the applause continued for a long time."

Mr. Read related that Mr. Manuti then proceeded to give the "federation line" and warned his membership to stay out of the Local 47 fight but "got in great trouble with his audience and could only out-shout them with his microphone."

The Local 47 rebel chief said the New York membership called for the earlier endorsement resolution to be taken off the table but Mr. Manuti refused, following his own faction instead to offer the pro-Petrillo resolution and declaring the measure approved after a "very questionable" voice vote as he also declared the meeting adjourned.

Mr. Read said that "at the present time I have no intention of running for Mr. Petrillo's office" and explained that he always felt he never would want the job with the present organization policy and bylaws. Subsequently, however, he admitted it might be a good idea after all to try to replace Mr. Petrilllo and then sponsor the organization changes his group feels are needed. He explained it wouldn't occur at least "until we get things cleaned up around here" (Local 47).

AT THE
NARTB CONVENTION
visit us in room 1000
at the Conrad Hilton
see and examine the NCS questionnaires, maps, report forms, operating methods and subscriber lists.

YOU WANT EVIDENCE?

There's lots of it . . . and it all points to a healthy curiosity on the part of radio and TV buyers. They want to know exactly what coverage they are getting for their money. And they are fussy about the source of coverage data. The facts must be up-to-date . . . reflecting the big changes that are taking place in both the industry and the nation's socio-economic structure. Yes, buyers are *demanding* authentic coverage data.

EVIDENCE *100%* of the top ten domestic advertising agencies* have already subscribed to Nielsen Coverage Service No. 2 (NCS No. 2). In fact, *every one* of the 29 largest agencies subscribe to Nielsen audience measurement services!

MORE EVIDENCE 92% of the $255.9 million spent on radio and TV spots by the top 25 agencies in *spot broadcast buying* in 1955** was invested by agencies using Nielsen audience measurement service. Plus millions spent by smaller agencies who rely on NCS as a guide in spot buying.

STILL MORE EVIDENCE NCS No. 1 has proved itself so valuable over the past four years that *many more* stations, agencies and advertisers signed up for NCS No. 2 . . . even before field work started!

VERDICT More radio and TV time will be bought and sold on the basis of Nielsen Coverage Service than ever before. That is why more than 400 stations and four networks have already subscribed . . . they want to know where they stand in this rapidly changing field . . . to have answers for the skeptics . . . to have authentic data for those who want to get technical.

Find out today what NCS No. 2 will cost you. Just telephone or wire (collect) to your nearest Nielsen office and ask the cost for an organization of your size. There is no obligation.

*As listed by *Advertising Age*, February 27, 1956.
**As listed by *Broadcasting/Telecasting*, March 12, 1956.

Nielsen Coverage Service No. 2

A. C. NIELSEN COMPANY

2101 West Howard Street, Chicago 45 • Telephone: HOllycourt 5-4400
500 Fifth Avenue, New York 36, N.Y. • Telephone: PEnnsylvania 6-2848
70 Willow Road, Menlo Park, Calif. • Telephone: DAvenport 5-0021

POLITICAL BROADCASTING, SALES FORUMS SET PACE AT NARTB CHICAGO CONCLAVE

Presidential News Secretary James C. Hagerty scheduled to address tv meeting discussing forthcoming national elections. Media presentations and agendas for convention are announced.

PROGRAMMING for the NARTB convention in Chicago, to be held April 15-19 at Conrad Hilton Hotel, neared completion last week as events on the Television Day (Wednesday) agenda were announced by the co-chairmen of the arrangements committee—Campbell Arnoux, WTAR-TV Norfolk, Va., and E. K. Hartenbower, KCMO Kansas City. (See full engineering and management agendas, pages 92 and 108, respectively.)

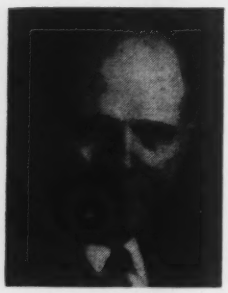
James C. Hagerty, news secretary to President Eisenhower, will deliver an address at the Wednesday afternoon tv meeting of management delegates during a program built around political telecasting. J. Leonard Reinsch, WSB-TV Atlanta, will speak on the forum. Open discussion will be led by Otto Brandt, KING-TV Seattle; Edwin K. Wheeler, WWJ-TV Detroit, and Robert Heald, NARTB chief attorney.

Tv Bureau of Advertising will conduct a sales program as the final event of the afternoon. The Wednesday morning tv program will be opened by Clair R. McCollough, Steinman Stations, NARTB Tv Board chairman. A television code presentation will be conducted by G. Richard Shafto, WIS-TV Columbia, S. C., chairman of the Tv Code Board, and Edward H. Bronson, tv code affairs director.

A tv film forum will include Harold Essex, WSJS-TV Winston-Salem, N. C.; Harold P. See, KRON-TV San Francisco, chairman of the NARTB Tv Film Committee; George T. Shupert, ABC Film Syndication, and John L. Sinn, Ziv Television Programs. A color tv management forum will feature Jules Herbuveaux, WNBQ-TV Chicago; Harold Hough, WBAP-TV Fort Worth; Thomas Howard, WBTV (TV) Charlotte, N. C., and Robert D. Swezey, WDSU-TV New Orleans.

The combined list of management, engineering and unofficial convention meetings includes a number of sessions for network and other industry organizations, starting next Sunday. Monday will be marked by a morning fm meeting and afternoon tv membership business session, plus the unofficial events. NARTB's first labor clinic will be held in the afternoon, with Leslie C. Johnson, WHBF Rock Island, Ill., presiding. Mr. Johnson is chairman of the NARTB Employer-Employe Relations Committee.

Monday luncheon speaker at the Enginering Conference will be Dr. William L. Everitt, dean of the College of Engineering, U. of Illinois.



DR. EVERITT

Management and engineering delegates will merge Tuesday for the keynote address by Robert E. Kintner, ABC president. FCC Chairman George C. McConnaughey will be luncheon speaker. A special freedom of information presentation after the luncheon will be addressed by John Daly, ABC vice president. He will be introduced by Mr. Swezey, chairman of the NARTB Freedom of Information Committee.

All members of the FCC will take part in a panel discussion that will close the Tuesday meeting, with NARTB President Harold E. Fellows as moderator.

Wednesday will be television day for management delegates and radio day for engineering delegates. The day opens with a wage-hour breakfast. Thursday the radio-tv topics will be reversed, with the convention banquet winding up the five-day program.

The equipment and service exhibits will open Sunday.

A round of special features during the convention will start with the B•T golf tourney at the Midwest Country Club Sunday morning (April 15) in Hinsdale, Ill.

Heading a series of non-agenda meetings will be those conducted for ABC radio-tv and MBS affiliates, plus assorted luncheons and receptions. Among organizations holding separate functions, according to an NARTB list released last week, are Broadcast Music Inc., Assn. for Professionel Broadcasting Education, Walter Schwimmer Co. committee for Competitive Tv, Clear Channel Broadcasting Service, and Community Broadcasters. Others probably will be set before convention time.

Not listed but scheduled to meet informally will be members of the Daytime Broadcasters Assn. in the hospitality suite of Jack Younts, WEEB Southern Pines, N. C., and DBA president. Election of officers also will be held.

Official schedule of "special convention features" (all to be held in the Hilton Hotel) follows:

SUNDAY—April 15
9:30 a.m.—B•T Golf Tournament, Midwest Country Club, Hinsdale, Ill.
10 a.m.-12:15 p.m.—MBS Affiliates Meeting, Beverly Room.
10 a.m.-2 p.m.—BMI Board Meeting and Luncheon, Room 14 (fourth floor).
10 a.m.-5 p.m.—APBE Meeting and Luncheon, Room 18 (fourth floor).
12:15 p.m.-2 p.m.—MBS Luncheon, Williford (B) Room.
2-5 p.m.—MBS Affiliates Meeting, Beverly Room.
3-4 p.m.—ABC Affiliates Meeting, Waldorf Room.
4-5 p.m.—ABC Radio Affiliates, Waldorf Room.
4-5 p.m.—ABC-TV Affiliates.
5-7 p.m.—ABC Reception, Williford (A and B) Room.
6-8 p.m.—Walter Schwimmer Co. Reception, Room 18 (fourth floor).
8-10 p.m.—Competitive Tv, Lower Tower.

MONDAY—April 16
9 a.m.-5 p.m.—APBE Meeting and Luncheon, Room 14 (fourth floor).
9:30-11 a.m.—Clear Channel Broadcasting Service Meeting, Bel Air Room.
4-6 p.m.—Community Broadcasters Assn. Meeting, Lower Tower.
6-8:30 p.m.—MCA-TV Reception and Dance, Grand Ballroom.

TUESDAY—April 17
(Nothing listed)

WEDNESDAY—April 18
8 a.m.—Wage & Hour Breakfast, Boulevard Room.
6-8 p.m.—Film Producers' Reception, Williford Room.
7:30 p.m.—Closing. Radio Pioneers Dinner, Grand Ballroom.

B•T: Suite 706-A

OFFICIAL headquarters of BROADCASTING • TELECASTING during the NARTB Chicago convention will be Suite 706-A in the Conrad Hilton Hotel. Representing the magazine will be Sol Taishoff, Maury Long, Ed James, Win Levi, Kenneth Cowan, Warren Middleton, Ed Sellers, Frank Beatty, Rufus Crater, Bruce Robertson, Don West, John Osbon, Gladys Hall and Barbara Kolar.

Hospitality Suites Set Up For NARTB Convention

HOSPITALITY suites will be maintained by NARTB associate members, the networks and other groups in the Conrad Hilton Hotel for the convenience and comradery of delegates during the convention.

Network suite assignments as listed by NARTB last Wednesday:

CBS Radio, 1900-01-02A; ABC Film Syndication, 1205-06A; NBC Tv Film Div., 2104-05-06A; CBS-TV, 2306; NBC Tv and Radio, 2306-10-11A; CBS Television Film Sales Inc., 2300-01-02A; MBS, 1604-06A; ABC, 1804-06-08A.

NARTB associate members: Branham Co., 700-01; William G. Rambeau Co., 900-01-02A; A. C. Nielsen Co., 1000-01-02A; Bolling Co., 1100-01-02A; General Electric Co., 1400-01-02A; Meeker Co., 1500-01-02A; DuMont Labs, 1600-01-02A; Katz Agency, 2000-01-02A; Venard, Rintoul & McConnell Inc., 2100-01-02A; George P. Hollingbery Co., 2200-01-02A; Hollywood Tv Service, 2400-01-02A; Edward Petry & Co., 1700-01; Bonded Tv Service, 705-06; International News Service, 805-06; Willard F. Pierce (Standard Rate & Data Service), 805-06A; MCA-TV, 904-5-6; Ziv Television Programs Inc., 904-05-06A; American Telephone & Telegraph, 1105-06; Caterpillar Tractor, 1105-06A; Gill-Perna Inc., 1304-05-06; Headley-Reed Co., 1604-05-06-07-08-09; Philco Corp., 1705-06; Henry I. Christal Co., 2105-06; Visual Electronics Corp., 718-19-20A; Joseph Hershey McGillvra Inc., 1218-19; Kay Labs, 1022-23A; Gates Radio Co., 833-34A; Stainless Inc., 1233-34A; Adler Electronics Inc., 1333-34A; Houston-Fearless, 1433-34A; The Pulse Inc., 1735-36A; Lang-Worth Feature Programs Inc., 1833-34A; Vitapix, 2235-36A; John Blair & Co., 2305A; United Press Movietone, 1039-40; Raytheon Mfg. Co., 1039-40A; Hughey Phillips, 1139-40; Standard Television, 1139-40A; Avery Knodel, 1108-9, Blackstone Hotel; Harrington, Righter & Parsons, Blackstone Hotel; H-R Representatives, Morrison Hotel.

Other suites: Blackburn-Hamilton, 1200-01-02A; S. W. Caldwell (Canadian), 1300-01-02A; Meredith Radio & Tv, 1005; Storer Broadcasting Co., 1005A; Westinghouse Broadcasting Co. Inc., 1504-05-06A; RAB, 1118-19-20A; McKenna & Wilkinson, 1322-23-24; Welch, Mott & Morgan, 1522-23-24; National Telefilm Assn. (no number given); Jules Collins (ASCAP), 1239-40; Jack Younts (Daytime Broadcasters Assn.), 1239-40A.

NARTB Delegates to See C-C Color Tv Promotion

A UNIQUE merchandising promotion designed to spotlight color tv and showcase fabrics and designs in tint is being planned for Chicago during NARTB convention week under cooperative sponsorship of RCA Dist. Corp.,

LOWEST CHANNEL — HIGHEST TOWER

WRGP-TV

CHATTANOOGA, TENNESSEE

Announces
the appointment of

H-R TELEVISION, INC.

AS NATIONAL REPRESENTATIVES

AIR DATE APRIL 29, 1956

CHANNEL 3 — NBC-TV AFFILIATE

244,126 Television Homes

Chattanooga's First and only Full Power Station

THE ONLY LOW-BAND "V" IN MARKET

Ramon G. Patterson
President

Harry Stone
Station Manager

NOW XETV

Channel 6

CARRIES THE SURE-FIRE PROGRAMMING of the

ABC NETWORK

IN THE BILLION-DOLLAR SAN DIEGO MARKET

When a top independent joins forces with the ABC Network, you can get spectacular adjacencies at LOWEST COST-PER-THOUSAND! Ask the Weed Boys for the complete, fabulous story!

6
XETV

Julian M. Kaufman, V.P. & Gen. Mgr.
General Offices — 4229 Park Boulevard
SAN DIEGO 4, CALIFORNIA
Represented by WEED TV

Owens-Corning Fiberglas Corp. and Carson, Pirie & Scott Co., local department store, B•T learned Thursday.

The project is described as a "color cavalcade," utilizing closed circuit color tv techniques and featuring periodic hourly in-store showings of commercial announcements, fashion shows, talent, test patterns—and affording the public an opportunity to see itself on color receivers.

A similar merchandising venture was tested earlier this year at Burdine's Dept. store in Miami, Fla.

Closed circuit transmission will be furnished by the DuMont Labs Vitascan process and be received on 20 RCA receivers throughout the store, as supplied by RCA Dist. Corp. of Chicago and NBC. Studios will be located on the 6th floor of Carson's.

6 Ohio Uhfs Pledge Committee Support

ALL Ohio uhf television station operators attended a regional meeting of the Committee for Competitive Television in the Pick Ohio Hotel, Youngstown, Thursday.

Six Ohio commercial stations pledged support to the organization and two educational stations have referred the matter to their governing boards. In addition, one Pennsylvania station pledged aid.

Joining were Warren Williamson, WKBN-TV Youngstown; Larry Israel, WENS (TV) Pittsburgh; William Maag Jr., WMJM-TV Youngstown; Bernard Berk, WAKR-TV Akron; John Colin, WICA-TV Ashtabula; Allan Land WHIZ-TV Zanesville, and Robert Mack WIMA-TV Lima.

Representing the educational stations were Robert C. Giggy, WOSU-TV Columbus, and Albert O. Neely, WCET (TV) Cincinnati. Also attending was K. K. Hackathorn, WHK-TV Cleveland, who represented *Cleveland Plain Dealer* interests.

John G. Johnson, chairman of the Committee for Competitive Television, stated the objectives of the organization are to urge the Senate Interstate & Foreign Commerce Committee and the Federal Communications Commission to take immediate steps to assure the future of all-channel television.

The meeting was the second regional gathering of the Committee in two weeks, a similar session being held last week in Harrisburg, at which Pennsylvania stations assured aid.

A meeting for all uhf station operators in the nation is scheduled at the NARTB convention in Chicago Sunday, April 15, at the Conrad Hilton Hotel.

Arkansas Radio Assn. Names B. J. Parrish as President

ELECTION of B. J. Parrish, KOTN Pine Bluff, as president of the Arkansas Associated Press Radio Assn. was announced last week by AP. Mr. Parrish succeeds Bill Bigley, KVMA Magnolia.

Clarence Adams, KBTM Jonesboro, was chosen vice president of the association. Newly-elected members of the board of directors are C. R. Horne, KXRJ Russellville; Ted Woods, KOSE Osceola and Don Cathey, KAMD Camden. W. N. McKinney, KELD El Dorado, was presented with the association's first "member of the year" award at the semi-annual meeting in Little Rock.

AWRT Sets Agenda For Boston Meeting

PANEL sessions and general discussions on broadcast topics, with emphasis on women broadcasters' performances, are set for the fifth annual national convention April 26-29 of the American Women in Radio & Television at the Hotel Somerset, Boston. More than 600 delegates are expected.

A panel on "Women, the Unexploded Radio-Active Bomb" will launch the convention on April 27. On the panel, Herbert E. Evans, vice president and general manager, People's Broadcasting Corp., Columbus, Ohio, will speak on the advertiser and the woman broadcaster; Norman Knight, executive vice president and general manager of the Yankee Div. of RKO Teleradio Pictures, on the woman broadcaster and management; Robert D. Swezey, executive vice president and general manager, WDSU New Orleans, on "What Women Need to Keep Pace," and Oliver Treyz, president of Television Bureau of Advertising, on women's future in television.

Discussion of women's programming, news and copy writing in radio will be presented in a general session April 28 by Gordon Davis, KYW Cleveland; Ralf Brent, WIP Philadelphia; Edward O. Obrist, WNHC New Haven, and Richard M. Pack, national program manager of Westinghouse Broadcasting Corp. That same day, a panel on educational tv will be explored under the chairmanship of Gertrude Broderick of the U. S. Office of Education.

A luncheon under auspices of Procter & Gamble April 28 will feature NARTB President Harold E. Fellows as principal speaker. An afternoon panel discussion will explore various phases of tv, from makeup, food and fashion, to cost and design of sets. Keith Thomas, radio and tv director, Fred Rosen Assoc., will moderate an "experts" panel made up of Janet Waterman, executive set decorator, CBS-TV; Kit Kinne of Video Vittles Inc. (NBC-TV); Dick Smith, director of makeup at NBC-TV, and Jean Connelly of *Wayne Griffin Show* (KDKA-TV Pittsburgh). Henry Toy Jr., executive director, National Citizens Committee for Better Schools, will address the opening convention banquet April 26.

Public Relations Conference Presents Top Award to RCA

RCA was awarded a Silver Anvil for doing the best public relations job in the field of communications during the 12th annual conference of the American Public Relations Assn. in Washington last week. Crosley Broadcasting Co., Cincinnati, also received an award. Robert H. Hinckley, ABC Washington vice president, was one of the judges.

Retiring APRA President William F. Treadwell, public relations director of Leo Burnett Co., Chicago, was succeeded by Paul H. Bolton, executive vice president of the National Assn. of Wholesalers, Washington.

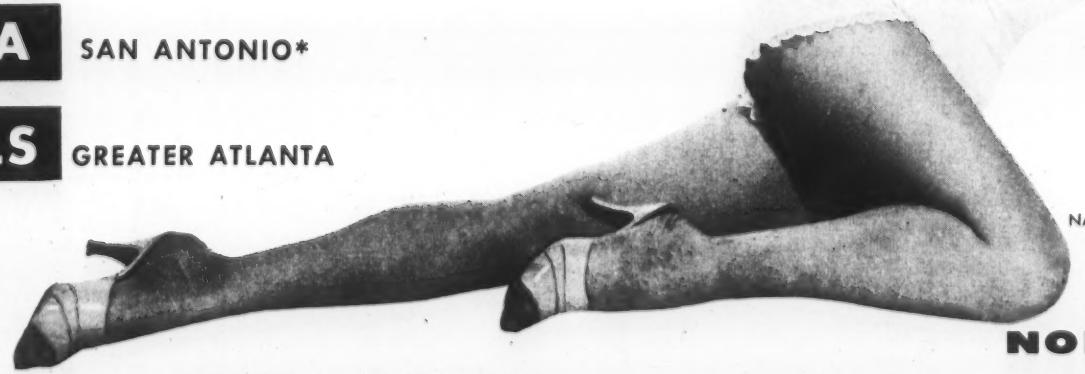
William M. Freeman, advertising and marketing columnist of the *New York Times*, told conference delegates that the advertising agency of the future will be a marketing agency. He said the agency will retain its name but will become a public relations outfit that also writes and places advertising. John P. McGill, American Trucking Assn., said that the public relations man can do a better job by keeping up with new developments in radio and television.

know who's got the most looked at figure in Milwaukee?

. . . it's **WRIT,** of course . . .

Advertising time buyers are watching the meteoric rise of Milwaukee's sensational 24 hour music and news station, already near the top in Milwaukee ratings . . . For 21 years Milwaukeeans have had the 1340 habit, and nowadays it's stronger than ever on WRIT.

WRIT MILWAUKEE
WNOE NEW ORLEANS
KLIF DALLAS
KTSA SAN ANTONIO*
WGLS GREATER ATLANTA
KELP EL PASO
KNOE MONROE



NATIONALLY REPRESENTED BY H-R REPRESENTATIVES, INC.

*FCC APPROVAL OF TRANSFER PENDING

NOEMAC STATIONS
NEWS MUSIC

Big Ten Plans to Supplement Live Tv Coverage With Films

LIMITED by the National Collegiate Athletic Assn. in the number of television appearances its teams may make during the 1956 football season, the Big Ten last week announced plans to supplement live tv coverage with an extensive film program.

Appointment of Alfred D. LeVine, Chicago tv film salesman, as its representative for the sale of "highlight" films to interested midwest regional sponsors also was announced by Kenneth L. (Tug) Wilson, Big Ten commissioner.

The series will take the form of a filmed 30-minute show comprising highlights of four or five games each week, with releases planned for within 24 hours of the actual playing day. The Big Ten hopes to develop sponsor interest in a type of regional network, Mr. Wilson said.

Last year Big Ten teams had three playing appearances on the NBC-TV schedule of eight national dates permitted by NCAA and five other Saturdays under the regional setup carried by CBS-TV. Big Ten teams will be seen live on only six dates this fall under restrictions of the NCAA plan.

Film Distributors Group Nearing Formation Stage

LONG-PLANNED move toward formation of a tv film distributors' association advances closer to fruition this week when representatives of five leading tv film companies meet in New York to iron out remaining kinks in the proposed association's objectives.

Tv film distributors which are leading the way are Screen Gems, Ziv Television Programs, Guild Films, Official Films and Television Programs of America. Representatives of these companies have been holding conferences for several weeks and have set a meeting for this week, although the exact date has not been arranged.

A source close to the situation said the companies hope to make a formal announcement of formation of the association during the NARTB convention, explaining objectives and extending membership invitations to other tv film companies.

Tv Inc. to Elect Officers April 15 at Chicago Meeting

ELECTION of new officers and directors will take place at a board of directors meeting of Tv Inc. April 15 at the Sheraton-Blackstone Hotel in Chicago [B•T, April 2].

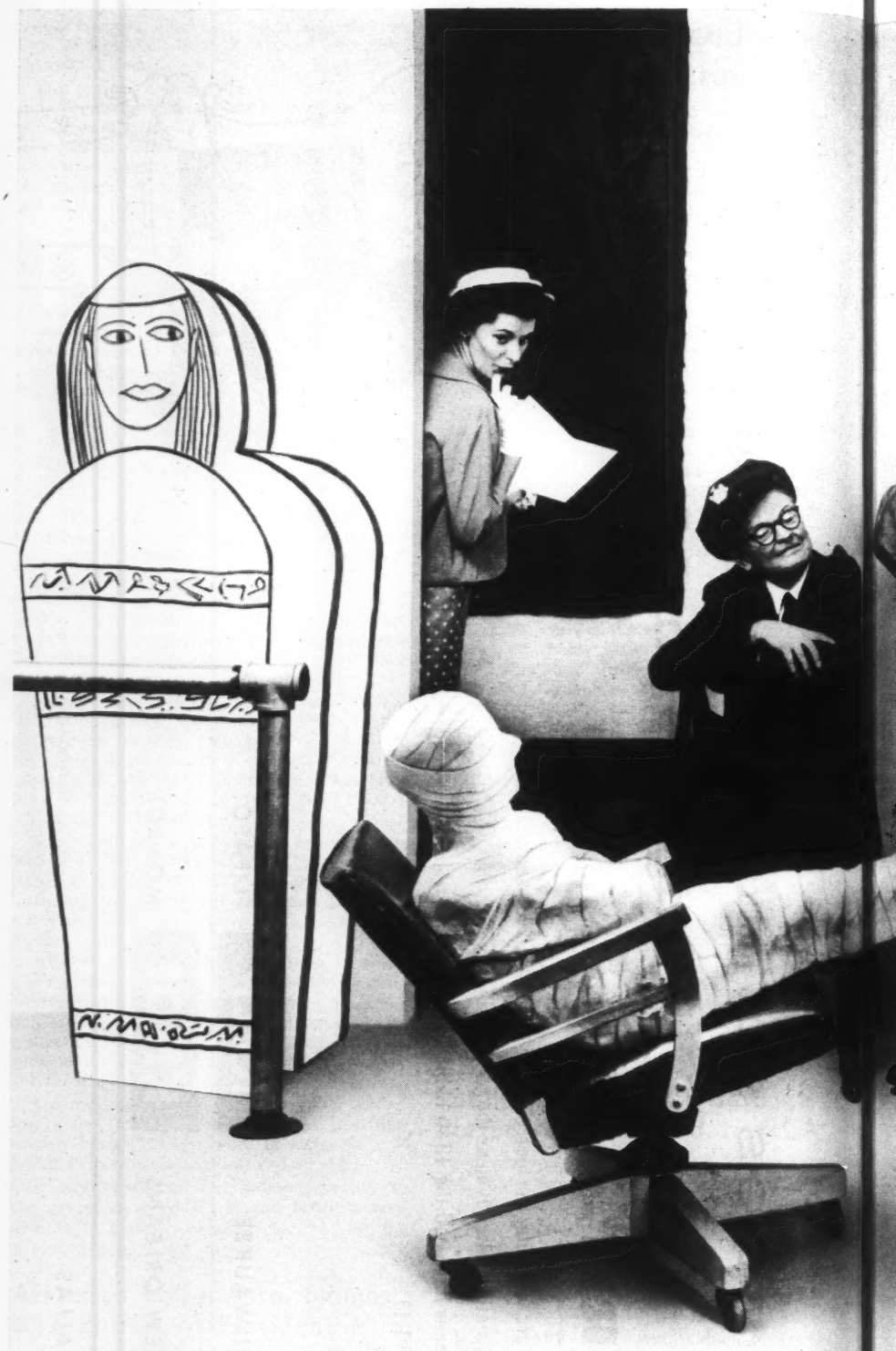
The nationwide station-owned, collective film purchasing organization will have a membership breakfast meeting April 17 at the same hotel. More than 150 station executives are expected to attend, according to Joe Floyd, KELO Sioux Falls, S. D., president-board chairman of Tv Inc.

Rating Services Club Topic

"WHAT'S Wrong With Radio and Tv Rating Services?" is the title of the second of a series of "soul-searching" luncheon sessions of the Pittsburgh Radio and Television Club scheduled for next Wednesday (April 11).

All rating services have been invited to send representatives, and two services have indicated they will do so.

Presentation at the luncheon will be limited to brief explanations of the methods used by the various rating services. Most of the time will be devoted to a question period.



Sales Offices: New York, Cincinnati, Dayton, Columbus, Atlanta, Chicago, Miami . . . . . .

Everybody listens...

Can't keep mum about the fact that WLW Radio offers the only Certified Audience Plan in any broadcast media . . . certifying a pre-determined audience at a low one dollar (or even less) per thousand home broadcasts—backed by the official NIELSEN REPORTS. That wraps it up!

WLW

radio world

Crosley Broadcasting Corporation, a division of AVCO MANUFACTURING CORPORATION

Reps Meet to Study 'Film for Time' Deals

ISSUE of "film for time" deals is expected to figure prominently in discussions Thursday at what officials said will be the first of a series of sales and service meetings to be held in Chicago, under the auspices of the station Representatives Assn. for Chicago staffs of SRA's membership.

Though SRA has taken no formal position on these barter arrangements, it is known that the association has urged members to approach such deals with caution. Some members are known to have voiced disapproval of "film for time" transactions.

Adam Young, president of SRA, will conduct the Chicago meetings. In attendance from New York will be Lawrence Webb, managing director of the association, and other officers and members of the board. Similar meetings will be held at later dates. There is no formal agenda for the meetings, but both Messrs. Young and Webb believe the conferences will help fill the need for closer liaison between the New York and Chicago staffs of the SRA.

Banks, Baillie Address Chicago AWRT Chapter

AGENCY and measurement service viewpoints on ratings criteria were explored before the Chicago chapter of the American Women in Radio & Television at its dinner meeting Wednesday, with George Baillie, account executive, A. C. Nielsen Co., and Dr. Seymour Banks, manager of media planning and research for Leo Burnett Co., as guest speakers.

Dr. Banks claimed ratings will impart information on "how many people you reach" and audience composition but reveal little in some instances about the "pattern of loyalty" to some programs, "cumulative effect" and frequency. He said "audience cumulation vs. frequency is not available through ordinary ratings services and knowledge of this is the real key."

Mr. Baillie explained Nielsen's Audimeter and Recordimeter devices and the nature of measurements offered by his company's various services.

Women to Discuss Politics

RADIO-TV coverage plans, with particular emphasis on the role of women at the national political conventions this year, will be discussed today (Monday) by William R. McAndrew, NBC's director of news, at a luncheon meeting of the New York City chapter of the American Women in Radio & Television.

Buck to Address Institute

MAX E. BUCK, director of advertising, merchandising and promotion for NBC owned stations, will talk on "How to Make Radio and Television Work at Point of Sale" at a meeting of the Point of Purchase Advertising Institute in New York tomorrow (Tuesday).

TRADE ASSOCIATION PEOPLE

Vincent J. Riso, account executive, General Outdoor Adv., N. Y., to Radio Advertising Bureau there as executive in national sales department, concentrating on developing business in tobacco and financial categories. He also has been on staff of WNEW New York and American Tobacco Co. **James H. Shoemaker,** former commercial manager of WWCA Gary, Ind., to RAB as member of station relations department.

NBC-TV Buys Re-Run Rights To 'I Married Joan' Series

PURCHASE by NBC-TV of the tv rights to 98 re-run episodes of the *I Married Joan* series from Interstate Television Corp., New York, was announced last week by Richard A. R. Pinkham, vice president in charge of programming for NBC-TV. Through no figures were disclosed, the purchase price was understood to be about $750,000.

Mr. Pinkham said the programs will be used on NBC-TV (Mon.-Fri., 5-5:30 p.m. EDT; Sat., 10:30-11 a.m. EDT), starting next month. The series will replace the *Pinky Lee Show* on weekdays, which will be dropped after May 11, and on Saturday the Lee program will be shifted to 10-10:30 a.m. instead of 10:30-11 a.m. EST, effective April 7. Mr. Pinkham disclosed that Pinky Lee had requested NBC-TV officials to reduce his heavy working schedule and that negotiations are in progress with the comedian for a new Saturday morning show for early fall programming.

'Blondie' Series for Tv

First production emerging from the recent agreement between the Vitapix Corp. and Hal Roach Studios, Culver City, Calif., will be *Blondie,* half-hour tv filmed serial, based on the radio-motion picture serial. Their arrangement provides for the production and sale of film series by Hal Roach and scheduling and time clearance by Vitapix.

Roach has begun production on the *Blondie* series which is scheduled for showings on Vitapix stations in early October. It is being made available to national spot advertisers on a Vitapix-package basis.

Ziv Adds 'Outside' Directors

IN A MOVE attributed to a "stepped-up" production schedule, Ziv Television Programs announced last week that the company has engaged several free-lance directors and has assigned them to various tv serials. The "outside" directors and the programs on which they are working are: Paul Guilfoyle, *Science Fiction Theatre;* Thomas Gries, *Science Fiction Theatre* and *Reader's Digest,* and Alvin Ganzer, *Highway Patrol.*

Freeman Joins Telemat

APPOINTMENT of Sid Freeman, western spot sales manager of Frederic W. Ziv Co., as general sales manager of Telemat, Hollywood producer of a library of television film clips for building local 10- and 20-second animated cartoon commercials, was announced Monday by Alan Wise and Daniel Gertsman, Telemat partners. Mr. Freeman resigns from the Ziv radio organization after 20 years to join Telemat effective April 15. He was promoted to western spot sales manager of Ziv, with headquarters in Los Angeles, in October 1953.

Crosley Buys NTA Package

PURCHASE by the Crosley Broadcasting Corp. of National Telefilm Assoc.'s "TNT" package of 36 feature films was announced jointly last week by John T. Murphy, vice president in charge of tv for Crosley and E. Jonny Graff, NTA's vice president in charge of midwestern sales. The Crosley buy was on behalf of its four stations, WLWT (TV) Cincinnati, WLWC (TV) Columbus, WLWD (TV) Dayton and WLWA (TV) Atlanta.

FILM SALES

Sterling Television Co., N. Y., has sold *Bowling Time* to Bowling Proprietors of Springfield for WICS (TV) Springfield, Ill., and to Dixie beer, Baton Rouge, La., for WAFB-TV Baton Rouge; *Tales of Tom* to Electronics Distributors, Columbus, Ohio, for WTVN-TV Columbus, and *Little Theatre* to Pratt Paint Co., Bay City, Mich., for WNEM-TV Bay City.

FILM DISTRIBUTION

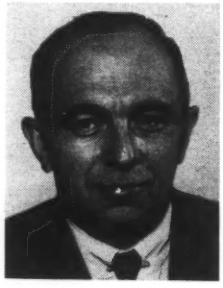
Association Films, N. Y., is making available to tv stations film titled, "Mr. O'Flynn's 50 Million Wheels," produced by Transfilm Inc., N. Y., for Automobile Mfrs. Assn.

BBDO, N. Y., and **George Blake Enterprises,** N. Y., have produced documentary film about new approach to juvenile delinquency. Titled "Mirror in the Mountains," 18-minute film outlines the youth therapy technique practiced at Berkshire Farms, Canaan, N. Y. It will be made available to tv stations.

Sterling Television Co., N. Y., has issued catalogue containing titles of more than 2,000 filmed short subjects available for tv use. Subjects cover art, music, travel, documentary, sports, cartoons and romantic-dramas, and others.

FILM PEOPLE

Harold J. Algus, publicity manager, MBS, appointed director of public relations, National Telefilm Assoc., N. Y.



MR. ALGUS

Robert B. Hicks, formerly with United Film and Recording Studios, appointed sales manager of Colmes - Werrenrath Productions, Chicago tv film producer and consultant. **Joyce E. Balle,** formerly with WGN-TV Chicago film department and Kling Film Enterprises, appointed public relations director at Colmes-Werrenrath.

Lang S. Thompson, vice president of Wilding Pictures Productions Inc., Chicago, assumes additional duties of general manager.

Donald La Badie, television editor and film reviewer, *Film Daily,* N. Y., to Office du Cinema Francais, N. Y., French film promotional organization, as executive assistant to office head, **Joseph Maternati.**

Richard Rogers, formerly production supervisor in film department of Shell Oil Co., N. Y., and previously with Flamingo Flms, N. Y., as salesman, appointed to sales staff of Sterling Television Co., N. Y.

FILM PRODUCTION

ABC-TV Hollywood reports Louis Edelman, executive producer of network's Danny Thomas and *Wyatt Earp* shows, filming pilots for two half-hour series for fall network showing. *The Long Highway,* directed by Lewis R. Foster, is based on "They Drive by Night" by A. I. Bezzerides, about trucking. *The Tempered Blade* will star Scott Forbes as inventor of Bowie knife, with Mr. Foster as producer.

The Christophers, N. Y., announce completion of seven 30-minute tv films to be shown on weekly series throughout U. S. and Canada. Featured are Art Carney, Eddie Dowling, Roddy McDowell, Garry Moore, Dave Garroway, Sam Levenson, Giselle MacKenzie, Siobhan McKenna and columnist Jack O'Brian.

*I have but one lamp to guide my feet, and that is the lamp of experience.—Patrick Henry

VENARD, RINTOUL & McCONNELL, INC.

OFFERS

*The Lamp Of EXPERIENCE

	OUR EXPERIENCE	CHECK YOUR NEEDS
Station Sales Experience (local)	✓	
Station Sales Experience (national)	✓	
Station Ownership Experience	✓	
Station Sales Management Experience	✓	
Station Program Management Experience	✓	
Station Research Experience	✓	
Station Finance Experience	✓	
Station Promotion Experience	✓	
Representation Management Experience	✓	
Representation Sales Experience	✓	
Representation Research Experience	✓	
Network Relations Experience	✓	
Network Sales Experience	✓	
Technical Experience	✓	

Balanced Experience

VENARD, RINTOUL & McCONNELL, INC.

TV & Radio Station Representatives

NEW YORK **CHICAGO** **LOS ANGELES** **SAN FRANCISCO**

Convention Headquarters - 2100 - Conrad Hilton Hotel

Pay Tv Negotiations 'News' To Cuban Tv Official There

THOUGH reports circulated last week that negotiations are in progress to begin subscription television by Skiatron in Cuba before the end of this year, Goar Mestre, director-general of the CMQ-TV Network in that country told B•T that he knew "nothing about it."

Mr. Mestre, who is one of the leading television broadcasters in Cuba, directing its largest network of stations, said in an overseas telephone interview that he had no inkling of this reported development until he received a letter from an interested person in the U. S., asking him for comment. He told B•T that he "liked to think" he would know about such negotiations, even though he is not directly involved in them. Though Mr. Mestre would make no comment on the attitude of Cuban viewers toward toll television, another source close to Cuban tv interests said "the people won't be delighted at paying for television when they're getting it for nothing now."

A spokesman for Matthew Fox, who heads Skiatron Tv Inc., which controls world rights to the system developed by Skiatron Electronic & Television Corp., claimed that negotiations are in progress with several representatives of Cuban tv interests but would not identify them. Another source close to Skiatron said that several Cuban tv officials had seen a demonstration of Skiatron's "subscriber-vision," adding "these people were most enthusiastic about the system." He added that subscription tv in Cuba would give Skiatron a chance "to get the bugs" out of the system and also stimulate interest in the U. S.

Mayers Will Head Visual Closed Circuit Operation

ESTABLISHMENT of a closed circuit operation by Visual Electronics Corp., New York, with Morris A. Mayers as head, is being announced today (Monday) by Herbert Bloomberg, secretary of VE.

As manager of closed circuit operations, Mr. Mayers will direct all activities in this field for VE on behalf of advertising agencies and clients. He served most recently as general manager of closed circuit operations at DuMont Broadcasting Corp., where he negotiated and produced closed circuit telecasts for such advertisers as Esso Standard Oil and Remington Rand.

Woodall Forms Music Firm

BACKGROUND MUSIC Inc. has been organized by Allen Woodall, president, WDAK Columbus, Ga., it was announced last week by Magne-Tronics Inc., New York, franchisers of multiplexed background music for industrial, commercial and mercantile subscribers.

Capitol Tower Dedicated

DEDICATION of Capitol Records Inc.'s new 13-story international headquarters in Hollywood was to have taken place last Friday. The ultra-modern Capitol Tower, as the structure is called, is described as the world's first circular office building. It is located on Vine Street just off Hollywood Blvd.

Hotel Tv System Shown

AN in-hotel tv broadcasting system was shown last week at the Midwest International Hotel Convention in Chicago by Emerson Industrial Products Corp. The system was developed by Ampli-Vision, a division of International Telemeter Corp., Los Angeles.

L. A. INDEPENDENT TV MAKES $396,886 PROFIT

Report on KTTV (TV) shows station's 1955 profits were 76% above its 1954 figure. Parent firm, Times-Mirror Co., grosses over $70 million in '55.

FINANCIAL details on the operation of KTTV (TV) Los Angeles since 1951 were made public Thursday night in a special release to B•T by Richard A. Moore, president of KTTV Inc. and station general manager, showing that the independent outlet in 1955 had profits after taxes of $396,886 as compared to $225,833 in 1954, representing a 76% increase.

Net sales revenue for 1955 was $7,473,759 as compared with $5,640,555 in 1954, an increase of 33%. A subsidiary of the Times-Mirror Co., publisher of the *Los Angeles Times* (morning paper) and *Mirror-News* (afternoon), KTTV has won wide recognition for its competition with network programs through extensive use of syndicated film.

Mr. Moore a fortnight ago charged the major networks with violation of antitrust laws in testimony before the Senate Commerce Committee [B•T, April 2].

The figures released to B•T by Mr. Moore disclosed that KTTV did not show a profit after taxes until 1954 and that the station lost $607,699 in 1953, $896,930 in 1952 and $1,110,856 in 1951. Net sales were $4,011,981 in 1953, $2,911,547 in 1952 and $2,672,129 in 1951.

The parent firm, Times-Mirror Co., had a consolidated gross income from all operations in 1955, including KTTV, of $70,687,787, an increase of $13,998,591 over 1954. Gross income last year of Times-Mirror Co. without KTTV was $63,214,028, exceeding 1954 by nearly 24%. Consolidated net earnings of Times-Mirror Co. and KTTV Inc. for last year totalled $3,228,786, equal to $280 per share as compared with $169 per share in 1954, $115 per share in 1953 and $121 per share in 1952.

Stockholders of the parent firm last week approved a split of 100-1 in the company stock, reducing par value from $1,000 to $10 and increasing total shares outstanding to 1,152,000. Times Co. President Norman Chandler said the smaller stock units would improve marketability and eventually provide a broader base of stock ownership.

The parent firm's annual report showed the gross revenue of the newspaper division in 1955 was $58,445,513, exceeding that of 1954 by $11,758,610 or 25.2%. Gross revenue of the *Los Angeles Times* was $48,352,537, and that of the *Mirror-News* was $10,092,976. *The Times* last year obtained first position in total volume of advertising among all newspapers in the U. S. and was second in 1954.

WGN-TV to Colorcast On Non-Commercial Basis

WGN-TV Chicago has purchased color tv equipment from RCA for test pattern and other experimental purposes, J. Howard Wood, president of WGN Inc. (WGN-AM-TV), announced in a statement prepared for release yesterday (Sunday). Delivery is expected by next weekend.

The *Chicago Tribune* station plans to telecast live and film programs occasionally to train its operating personnel in color tv engineering techniques and not for commercial use, according to Carl J. Meyers, engineering director of WGN-AM-TV.

The equipment is a three-tube vidicon color film chain, a camera control panel-monitor and color camera for studio test work.

WGN-TV is equipped for color with a $300,000 transmitter plant on the 40th floor of the new Prudential Bldg. and has been operating on ch. 9 with maximum 316 kw.

KRON-TV Opens Color Clinic

A COLOR CLINIC has been established by KRON-TV San Francisco for the benefit of northern California advertising agencies. According to KRON-TV General Manager Harold P. See, every Tuesday from 1:30 to 3 p.m., agencies are invited to bring their client's products, packages, display pieces and other material to the station's studio to see how they look on closed-circuit color tv.

FOR the second straight year Du Pont Co., Wilmington, Del., carried the Delaware congressional delegation's testimonial dinner for Delaware's Cherry Blossom princess on WTUX Wilmington. No commercials were given during last Wednesday's hour remote from Washington, D. C., only an announcement at the beginning and end of the program that it was sponsored by Du Pont as a public service. Among those present at the dinner were (l to r) Joe Desmond, WTUX public relations director; Rep. Harris B. McDowell Jr. (D-Del.); Janice Olson, Delaware's Cherry Blossom Princess who also will represent the state in the Miss America competition this summer, and Jim Termine, WTUX program director.

UNLOADING the first box of engineering equipment for KENS-AM-TV San Antonio's new studios are Albert D. Johnson (l), station manager, and Frank G. Huntress, president of the Express Publishing Co., station owner. KENS-AM-TV is spending $325,000 for remodeling and new equipment for the building, which was built several years ago but not occupied. Occupancy is planned for May 27.

KJEO-TV Begins Telecasting 21 Local Color Shows Weekly

KJEO-TV Fresno, Calif., last week began telecasting 21 local live color shows, consisting of eight hours and 45 minutes of programming weekly. In making the announcement, J. E. O'Neill, KJEO-TV president, said that plans call for the expansion of local color shows to 15 hours per week.

Advertisers using any of the local color shows for live commercials will not be charged extra for color advertisements, Mr. O'Neill said.

Mass. Lt. Governor Speaks At Final WTAO-TV Telecast

MASSACHUSETTS Lt. Gov. Sumner G. Whittier expressed regrets at ceremonies marking the last telecast of WTAO-TV Cambridge, Mass. (ch. 56). More important than the economic losses to the individuals concerned, the state official said, was the curtailment of choice on the part of the viewing public.

He said the uhf station had acted to pull together local organizations and "was very close to the people." The Massachusetts state official did not take a stand on the various pending recommendations to aid uhf, nor did he cite any new solutions to the problem.

WFMY-TV Installs Line Switch

WFMY-TV Greensboro, N. C., has installed a new RCA motor-driven antenna line changeover switch, permitting the station to change automatically from its main 25 kw transmitter to an auxiliary 5 kw transmitter. The change is made in a second's time and "few viewers would ever be aware that it has been made," according to WFMY-TV General Manager Gaines Kelley.

Pool Formed to Cover Denver Murder Trial

FOUR TELEVISION and 14 radio stations in the Denver, Colo., area will form a pool to cover the murder trial of John Gilbert Graham in that city April 16. Representatives of the stations were to meet last Friday to work out details.

The stations will be limited to sound-on-film movies and tape or wire recordings for later broadcast, according to a ruling March 31 by Judge Joseph M. McDonald, who denied requests for live tv and radio broadcasts.

Judge McDonald's ruling was made after "test" filmings by Denver television stations of an earlier and "less significant" murder trial in his courtroom. The stations filmed the proceedings from a booth in the rear of the courtroom, and the judge decided that this procedure did not affect the dignity of the court or interfere with the trial.

In the April 16 trial, Graham, a 24-year-old Denver man, is accused of dynamiting a United Air Lines plane last Nov. 1. He is charged specifically with the slaying of his mother, Mrs. Daisie King, 54, one of the 44 passengers killed.

Sheldon Peterson, KLZ-AM-FM-TV news editor, said that requests had been received from CBS Newsfilm and UP Movietone News for prints of films of the Graham trial to be made by the Denver pool.

N. M. District Court Surveys Canned Coverage of Trials

FIVE JUDGES of the district court at Albuquerque, N. M., will meet later this month to discuss the possibility of permitting film and still-camera coverage in their courtrooms by radio-tv stations and newspapers, it was reported last week.

The Colorado Supreme Court has dropped its ban in that state against the taking of pictures of court trials, leaving the final decision up to each judge in the state.

Soon after the Colorado high court decision, District Judge J. M. Scarborough of Santa Fe said he would permit the taking of pictures in his courtroom under certain conditions. He was quoted as saying that he will not allow the use of flash bulbs but will permit silently operated cameras used unobtrusively.

Russell G. Winnie Dies During Florida Vacation

RUSSELL G. WINNIE, assistant general manager of WTMJ-AM-TV Milwaukee, died March 30 of a heart attack while on vacation at Fort Lauderdale, Fla. He was 49.

MR. WINNIE

At the time of his death Mr. Winnie had been with the *Milwaukee Journal* stations for 28 years, starting as an announcer in the early days of radio (he was one of the first play-by-play sports announcers) and filling almost every position in the station until he reached the assistant managership in 1953. He also was a member of the board of directors of the Journal Co.

Surviving besides his wife are a son, Alon, and a sister, Mrs. Howard Thwaites of Whitefish Bay.

At the Ball Game

IT'S now S.O.P. in New York City to include the setting aside of space for radio-tv studio facilities whenever a new blueprint proposes redevelopment of an area. The latest was disclosed last week. A new 50 million triple-deck, roofed stadium on stilts seating 110,000 would be built for the New York Giants baseball club on Manhattan's West Side (bounded by 60th and 72d Sts., West End Ave. and the West Side Highway). Organized and constructed by private capital, the if-and-when project would include plans for "possible development of radio and television studios."

WESO 20% Owner Amaturo Named General Manager

JOSEPH C. AMATURO, veteran in the station representation field, resigned as an account executive with NBC Spot Sales in New York effective March 31 to become general manager of WESO Southbridge, Mass., which he and a group of associates acquired in a transfer approved by the FCC three weeks ago [B•T, March 19]. WESO is a 500 w daytimer on 970 kc.

MR. AMATURO

Mr. Amaturo was associated with H-R Representatives and Free & Peters (now Peters, Woodward, Griffin) prior to joining NBC two years ago. He owns a 20% interest in WESO Broadcasting Corp., which bought the station for $99,370. Principal owner is Joseph L. Rosenmiller of H-R Television Representatives, who is president and owns 53%, while Peter A. Bordes, marketing and business consultant, is vice president-treasurer and owns 17%.

WCCO-TV Survey Predicted Kefauver's Minnesota Win

WCCO-TV Minneapolis-St. Paul believes it is the only organization to have predicted a Democratic victory for Sen. Estes Kefauver in Minnesota's preferential primary March 20. A "post card primary" conducted by the station's department forecast the final outcome within 2% of the actual vote, according to F. Van Konynenburg, executive vice president of WCCO-TV.

When the survey ended March 19, more than 10,000 cards had been received at WCCO-TV, with 54% indicating a preference for Sen. Kefauver and 46% for Adlai Stevenson. The station forecast a Kefauver victory on its newscast that day. In the primary itself, Sen. Kefauver was designated the choice on 56% of the ballots, just 2% more than had been indicated by the WCCO-TV survey.

Radar for WLW Weather

PERMISSION to use radar as part of its weather forecasting service has been granted by FCC to WLW Cincinnati. Authorization, in the Land Radio Positioning Service, was granted to July 1. The station will operate with 20 kw peak power on 9320-9500 mc. Radar will be used to evaluate cloud formations, now an established method in forecasting.

H-Bomb Blast Coverage Causes Media Protest

THE Atomic Energy Commission has indicated it will turn down television's request for two additional representatives to report the H-bomb blast scheduled on or about May 1 at AEC's Eniwetok Proving Ground. This leaves radio and tv with the five correspondents originally allocated the news media for coverage.

The AEC asked the Washington Radio & Television Correspondents Assn., in cooperation with the radio-tv industry, to select the five newsmen to cover the operation (a megaton yield nuclear detonation) on a pooled basis. The request was made in a letter to the group's president, Joe McCaffrey. Of the five media men allowed, radio received two (newsman and engineer) and television three (newsman, cameraman and engineer).

The Washington association held a drawing, with ABC selected to furnish the radio coverage and NBC-TV television. Scheduled to go for NBC are Dexter Alley and Ted Mann, both Los Angeles. CBS was asked to furnish a cameraman and Wade Bingham, Tokyo, has been named. ABC selected Bryson Rash, Washington, as correspondent and has yet to select an engineer. All these names are tentative.

Lewis Strauss, AEC chairman, said that there would be no censorship of printed copy and radio broadcasting and that limitations on film recording would be held to the minimum consistent with national security. The AEC will hold "thorough" background briefings and tours of proving ground installations to aid newsmen in giving a full and complete picture of the complex operation.

Other news media alloted coverage and newsmen allowed: The three wire services, one representative each; Capitol Press Gallery, one morning newspaper reporter and one evening newspaper reporter; White House Photographers Assn., one photographer for still picture syndicates, one for weekly news periodicals and one theatrical newsreel crew consisting of one cameraman and one engineer. Executives of the three weekly news magazines that operate on a pool basis for special White House events will select one pool representative.

The theatrical newsreel spaces, however, were turned back to the AEC, which in turn gave the two extra spaces to the printed media. Mr. McCaffrey and other representatives of the broadcasting industry immediately protested the action, requesting that the spaces be allocated to television. Ted Koop, director of Washington news and public affairs for CBS, said that the extra space was requested for a camera crew to provide adequate protection for television film coverage in case something happens to the one camera and operator now allowed.

An official of the AEC said last Thursday that the extra space would remain assigned to print and would not be reassigned to tv.

One hitch developed and was quickly solved last week when it was revealed that plans call for the *U. S. S. McKinley* (now in the Pacific fleet) to be used as communications ship. The *McKinley* does not have the power necessary to relay live coverage to the United States. RCA learned of the situation and Friday shipped a transmitter by air to Pearl Harbor which will be installed aboard the *McKinley*. It will allow live radio broadcasts to be transmitted to the U. S.

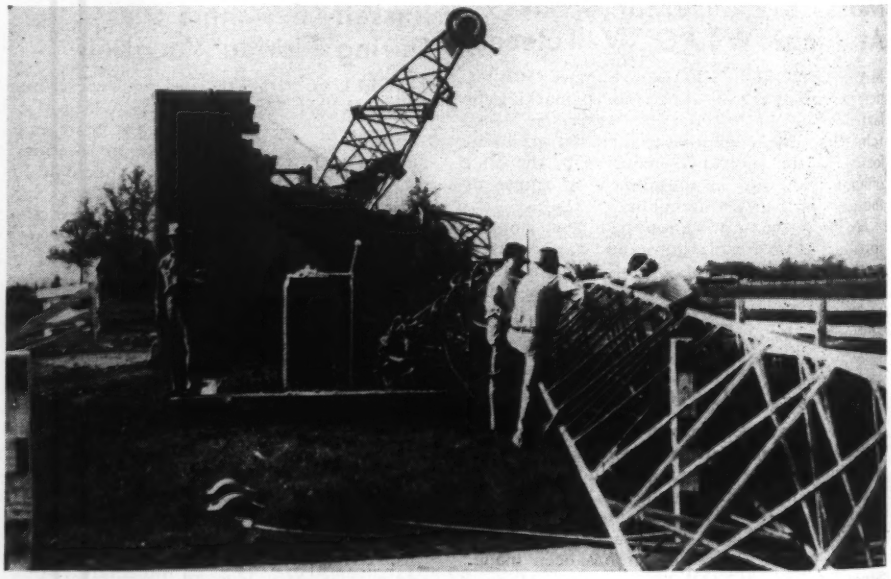
HENRY KOCH, sales manager, Rowland Pontiac-Cadillac Center, Tacoma, Wash., signs for his firm to sponsor 16 quarter hours each week of KMO Tacoma's *Weekend on Wheels*. Howard R. Smith (l) of the agency bearing his name and J. Archie Morton, KMO president-general manager, watch the signing.

WOAI San Antonio Tower Destroyed in Superfort Crash

THE 435-ft. tower of WOAI San Antonio, Tex., was demolished last Tuesday (April 3) when it was struck by a B-29 Superfortress from Randolph Field. The plane then crashed in a cornfield near the tower site at Selma, Tex., 16 miles from San Antonio, killing one of its crew members.

Within two minutes after the tower was struck, WOAI was operating with 5 kw power on its auxiliary antenna, located on the WOAI-TV tower in downtown San Antonio, according to James M. Gaines, general manager.

Mr. Gaines said that a new 435-ft. tower is being secured and that the radio station expects to return to a 50 kw operation by next Sunday (April 15).



WRECKAGE of WOAI's toppled tower is inspected by station personnel.

More Films on Tv—Weed

USE of feature films for spot tv will reach a "new high" after the conclusion of this year's political campaign, Joseph J. Weed, president of Weed Television Corp., station representative, forecast last week. In a message to his clients, Mr. Weed found tv rental fees for films "still too high" but held out hope for a lowering next year as "massive" catalogues of major film studios become available and as competition grows. He also saw "keener selectivity" of feature films by both station and advertiser, thus increasing audiences.

KSMN Sold for $115,000

SALE of KSMN Mason City, Iowa (1 kw daytime on 1010 kc), by Robert M. Carson and associates to Charles Warren (KJFJ Webster City, Iowa) for $115,000 was announced last week. Transaction, subject to usual FCC approval, was handled by Allen Kander & Co.

STATION SHORTS

WLBG Laurens, S. C., has opened remodeled offices and studios in Clinton, S. C.

KFMB San Diego, Calif., appoints Lisle Shoemaker Adv. Agency, that city, for publicity, promotion and advertising, working in cooperation with station's sales development and promotion department. Appointment does not involve KFMB-TV. Mr. Shoemaker was formerly public relations-promotion director of KFMB.

KNXT (TV) Hollywood using new "keyed matte amplifier," electronic bridging device developed by CBS-TV, Hollywood. Device, used on news shows, pictures commentator looking from set window onto scene where newsfilm was shot. Matting system is more economical and convenient than rear-screen projection, KNXT says.

WEMP Milwaukee business offices and recording studios moved to New Equitable Life Bldg., 1701 W. Wisconsin Ave.

WKMH Dearborn, Mich., has added news cruiser mobile unit as part of fulltime operation.

WSGN Birmingham, Ala., reports local business responsible for 35% increase in gross sales in January and February 1956 over same period in 1955.

Allan Green

For all of us, something to cheer about

ASSISTANT cheer leader Allan Green is a sophomore in the College of Letters, Arts, and Sciences of the University of Southern California.

He's also, through foresight, one of the youngest of the 46,175 people who hold shares in Union Oil, the 40th largest industrial company in the country. And his 55 shares entitle him to a report on our 65th year of business.

In 1955 our customers paid us the record amount of $368,760,900.

$59,286,200 of this amount, or 16.1%, was paid our 8,839 employees as wages and for benefits to protect them and their families.

Taxes took 3.6%. This does not include the $65,875,000 we also collected from customers as fuel taxes for governmental agencies.

We spent 72% with more than fifteen thousand other companies and individuals with whom we do business.

This left 8.3% of the $368,760,900 as net profit. Slightly more than half of these earnings were paid in cash dividends to Allan Green and our other 46,174 share owners, who also received one additional share of stock for each ten held.

The balance of net earnings, equal to 3.9% of the customers' dollars, we reinvested in the business for necessary expansion and modernization of facilities.

Whether or not you own stock in this or any other company, it seems to us that this report is of vital concern to you.

For so long as companies like Union Oil have the incentive to compete and make a profit, Allan Green and others like him will have the incentive to hold shares in that company.

This is the best possible economic climate for continuing prosperity. Which is, for all of us, something to cheer about.

* * * *

YOUR COMMENTS ARE INVITED. *Write: The President, Union Oil Company of California, Union Oil Building, Los Angeles 17, California.*

Union Oil Company OF CALIFORNIA

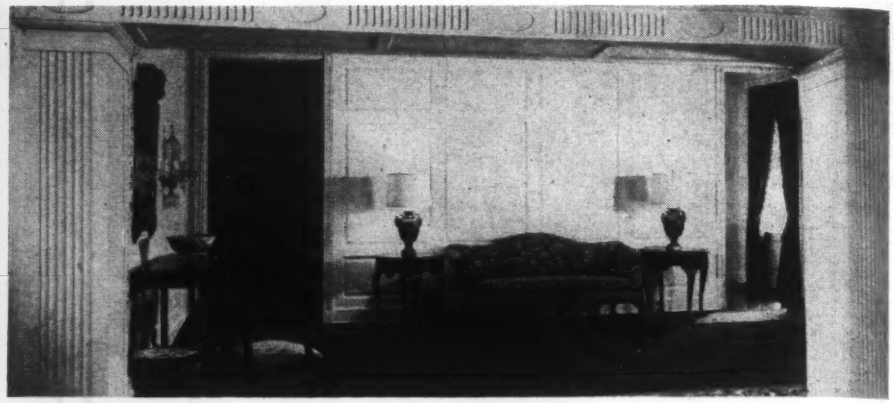
MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

WHITE COLUMNS

BROADCASTING IN ANTE BELLUM SHOWCASE

ATLANTA'S traditional southern charm is reflected in WSB's new center.

ON THE THEORY that "a thing of beauty is a joy forever," WSB-AM-TV Atlanta bypassed the current station trend toward contemporary design to choose classic Georgian architecture for its new $1.5 million broadcasting facility. With its eight lofty, fluted columns, its estate-like setting overlooking historic Peachtree Street, the striking structure, which was dedicated yesterday (Sunday), easily could pass as a mansion for Scarlet O'Hara. Yet with all its traditional decor, White Columns, as the center has been appropriately named, houses a most complete and functionally efficient radio-television station. The structure contains all of WSB's studio operations and business activities in the fields of tv and am. It was designed and built by The Austin Co., Cleveland, Ohio.



NUMEROUS PIECES of period furniture, many of them imported, contribute to the luxurious appointments of the reception room off the entrance hall.

ONE of the two large tv studios at the center. Both studios have 50-ft. long-span roof joists on four-ft. centers among other noteworthy features.

SOLID WALNUT paneling and silk wall covering are features of the office of J. Leonard Reinsch, managing director of Cox stations.

THE ACCENT is on modern in the employe lounge, which has self-service refreshment facilities.

Industry Leaders Present For WSB-AM-TV Dedication

DEDICATION of WSB-AM-TV's new $1.5 million broadcasting facility was to have taken place yesterday (April 8) in Atlanta with key officials of the radio-television industry in attendance. The ceremony was to be simulcast from 1:30 to 2 p.m. EST.

Out-of-town guests were to be flown to Atlanta from New York and Washington, D. C., by Eastern Airlines and returned by Delta. Among these were to be RCA Chmn. Brig. Gen. David Sarnoff, NARTB President Harold E. Fellows; FCC Commissioners Rosel H. Hyde and John C. Doerfer; NARTB Vice Presidents John Meagher and Thad H. Brown.

Harry Bannister, NBC vice president of station relations; Joseph V. Heffernan, NBC financial vice president; Donald J. Mercer the network's director of station relations; Sol Taishoff, B•T editor-publisher; Jack Gould, television editor of *The New York Times;* Edward Petry, Thomas Knode, Douglas McClatchey, John Ashenhurst, William Mallifant and Lou Smith, all of Edward Petry & Co., and James M. Cox, president of the Cox stations.

Atlanta Mayor William B. Hartsfield issued a proclamation designating yesterday as WSB Day, and a special edition of the Margaret Mitchell book *Gone With the Wind* has been issued to mark the occasion.

Myerson Named Manager Of WITI-TV Whitefish Bay

J. I. MEYERSON, national sales representative for the broadcast properties of Time Inc., has been appointed general manager of WITI-TV Whitefish Bay (Milwaukee), which plans to start operation May 21 as an all-color independent operation [B•T, April 2]. He will assume his new duties April 16, supervising all operations of WITI-TV, according to Jack Kahn, president.

Mr. Meyerson has headquartered in New York the past two years as the sales representative for *Time-Life* stations-KLZ-AM-TV Denver, Colo., KDYL and KTVT (TV) Salt Lake City, Utah, and KOB-AM-TV Albuquerque, N. M. Previously, for three years, he was general manager of KOB-AM-TV and also general manager of KOME Tulsa. His earlier associations included the post of assistant to the publisher of the *Muskogee* (Okla.) *Phoenix* and *Times Democrat.* He was identified with both the radio and newspaper properties of the Oklahoma Pub. Co. for over 20 years.

KAVE-TV Plans June Start

A JUNE target date has been set by KAVE-TV Carlsbad, N. M., General Manager John H. Battison announced last week. Construction has started on a new studio and transmitter building for KAVE-AM-TV with the operations to be combined. A 300 ft. tower has been ordered from Liberty Tower Co. for the CBS-TV affiliate.

Peter G. Moon Dies

FUNERAL services were conducted in Chicago Wednesday for Peter G. Moon, 40, vice president of Functional Music Inc. and general manager-program director of WFMF (FM) Chicago. He died of natural causes in his Lake Shore Drive apartment April 1. Functional Music supplies background music to cover 600 subscribers and is a subsidiary of Field Enterprises Inc. Mr. Moon is survived by a daughter, Mrs. Diana Plank.

looking for a big, rich market?
Annual retail sales in Flint and the Saginaw Valley top
ONE BILLION DOLLARS!

MICHIGAN'S 2nd RICHEST MARKET!

NBC abc

The stars shine on WNEM-TV. Smart advertisers know the potential of Michigan's second richest market . . . and the influence of its most important station.

Here, in the Flint-Saginaw market, average city-family income is $6,092.75. And retail sales are more than *one billion dollars.* That's a lot of spending . . .

- **$298,940,000 for food**
- **$243,634,000 for automobiles and accessories**
- **$51,806,000 for home furnishings**
- **$36,387,000 for drug products**

These big-talking dollars listen to WNEM-TV. 86.9% of the market homes are television homes—tuned to WNEM-TV for the best local and network picture. For WNEM-TV is the *only* station *completely* covering the 274,067-set Flint-Saginaw market. ARB and PULSE say *WNEM-TV is the BIG "first".*

See Headley-Reed or Michigan Spot Sales.

WNEM-TV
A GERITY STATION
serving Flint, Saginaw, Bay City, Midland
CHANNEL 5

your direct channel to Michigan's Golden Valley

REPRESENTATIVE APPOINTMENTS

WMGY Montgomery, Ala., names Robert S. Keller Inc., N. Y., for national sales and promotion.

WRTA Altoona, Pa., appoints Everett-McKinney Inc., N. Y., effective immediately.

REPRESENTATIVE SHORTS

Robert Meeker Assoc., radio representative, and **Meeker Tv Inc.,** both N. Y., have merged under one company name, **The Meeker Co. Inc.,** at same address. Personnel and clients unchanged.

George P. Hollingbery Co., San Francisco office moved to Suite 1005, 417 Montgomery St.

Forjoe & Co., station representative, has opened new office at 414 Times Square Bldg., Seattle, Wash. Robert Swanson is manager.

Avery-Knodel Inc., station representative, moved L. A. office to larger quarters in Tishman Bldg., 3325 Wilshire Blvd. Suite number is 712 and new telephone is Dunkirk 5-6394.

REPRESENTATIVE PEOPLE

Dick Hughes, tv sales manager, Atlanta division, Edward Petry & Co., father of girl, Leslie, March 29.

STATION PEOPLE

Ivor Sharp, executive vice president, KSL-AM-FM-TV Salt Lake City, named vice president in charge of corporate developments, and **Jay W. Wright,** administrative vice president of corporation, to executive vice president, succeeding Mr. Sharp [AT DEADLINE, April 2].

MR. SHARP MR. WRIGHT

William J. Calvert, announcer-producer-time salesman, WPAT Paterson, N. J., to vice president and director of operations.

George W. Harvey, general manager of WFLA-AM-FM-TV Tampa, Fla., elected vice president of Tribune Co., stations' licensee.

W. H. Grumbles, formerly manager of WHBQ-TV Memphis, Tenn., named assistant general manager, WMC and WMCF (FM) Memphis [AT DEADLINE, April 2]. He has been in Memphis radio and television since 1947.

MR. GRUMBLES

Edward J. Marsett, account executive, KOOL Phoenix, Ariz., named sales manager, replacing William J. Connelly, resigned.

Daniel H. Smith, chief engineer and assistant manager, WTVT (TV) Tampa, Fla., named vice president in charge of technical operations.

MR. SMITH

James Schiavone, program and production manager, WWJ-TV Detroit, appointed operations manager.

John Cummins, sales staff, KFMB-TV San Diego, Calif., named assistant sales manager.

James E. Allen, formerly editorial director, *Sponsor* magazine, N. Y., to WBZ-TV Boston as advertising and sales promotion manager.

MR. ALLEN

Paul B. Marion, for six months radio-tv director, Bennett Adv. Inc., Charlotte, N. C., and formerly sales manager, WBTV (TV) Charlotte, to WBT that city as national sales manager.

A. E. Cowan, formerly executive director of WCPO-TV Cincinnati, Ohio, to WLWT (TV), as

NEW YORK
CHICAGO
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MIAMI
MEMPHIS
LOS ANGELES
SAN FRANCISCO

representing **RADIO**
representing **TELEVISION**

BRANHAM

national advertising representatives

11 OFFICES
FROM COAST
TO COAST.....

Can You Name One Of Today's Best Buys?

The price of almost anything you buy today seems high. That always happens in an expanding economy.

So you hear people lament "the good old days" when prices were so low that they now seem almost improbable. But, of course, buying power was low, too, and sometimes that is forgotten. Buying power is near an all-time peak today, so it is adjusted to today's price levels.

And there still are "bargains"—yesterday's price for today's buying power.

One of the outstanding "bargains" is freight transportation. Transportation's share of the national dollar hasn't begun to keep pace with other product and service items. Studies indicate that since 1939 wholesale commodity prices have risen 25% *more* than the cost of inter-city freight transportation.

Why is transport such a good buy?

Because of competition. Regulated competition, under public control, has produced not only the finest freight service but the lowest comparative cost on record. When you hear proposals to eliminate controls in transportation it is well to remember that the kind of competition we now have has given this country the greatest competitive transportation facility in the world.

AMERICAN TRUCKING INDUSTRY

AMERICAN TRUCKING ASSOCIATIONS, INC., WASHINGTON 6, D. C.

If You've Got It . . . A Truck Brought It!

program director. **Gene Dailey,** acting program director, WBBM Chicago, to WLW and WLWT (TV) Cincinnati, Ohio, as director of "Comex," communications exchange coordinating news-weather-sports operations.

Robert A. White, local sales department, WOR New York, to WPEN Philadelphia sales staff.

C. Wesley Quinn, Phyllis Lacy Adv. Agency, Tampa, Fla., to WFLA-TV Tampa as sales representative in St. Petersburg.

W. H. Adams, farm director, KGO San Francisco, to Calif. Farm Bureau Federation, Berkeley, Calif., as radio director, doing daily broadcasts on eight-station hookup. He succeeds **Bert Buzzini,** appointed assistant director of Farm Bureau public utilities department.

Percy Hearle, newscaster, WAGA Atlanta, appointed director of community projects, WAGA-AM-FM-TV, new post.

MR. HEARLE

Ray Baker, recently resigned as commercial manager of KOMO-AM-TV Seattle after ten years with station, named general manager of Washington Transit Advertising, Seattle.

James Ingraham, continuity acceptance editor, KHJ Los Angeles and Don Lee Bcstg. System, named KHJ account executive.

George A. Corkum, WHVH Henderson, N. C., to sales staff, WFTL Fort Lauderdale, Fla.

Ed Schaughency, newsman, KDKA Pittsburgh, Pa., appointed director of community service programming.

William Davis, director of sales, merchandising and advertising, Great Eastern Stores, to WAAT and WATV (TV) Newark, as merchandising director.

Alan Sternberg appointed executive producer, WTVN-TV Columbus, Ohio. **Robert C. Stone,** formerly relief announcer, WOR New York, to WTVN-TV as staff announcer, replacing **Chuck Craig,** resigned. **Ruth Stanley** to WTVN-TV continuity department, replacing **Don Hardin,** reporting for military service. **Dollie Holliday** to station accounting department, succeeding **Mrs. Howard Oberg,** resigned.

Lou Wagner, formerly news editor, WTTM Trenton, N. J., to WTNJ Trenton as head of new fulltime news staff.

Javier Perez Berdeja, Mexico City, to KWKW Los Angeles, Spanish language station, for morning program.

Dick Brasie, news department, WSM Nashville, to news department of WOOD-AM-TV Grand Rapids, Mich.

Art Stanley, KOIL Omaha, Neb., to KLIK Jefferson City, Mo., as announcer and disc jockey. **Don Steele,** WJEF Grand Rapids, Mich., to KLIK as sportscaster and announcer.

Maj. Gen. George A. Horkan, U.S.A. (ret.), formerly Quartermaster General of U. S., doing series of weekly commentaries on WGAY Silver Spring, Md.

Teddy Brenner, boxing matchmaker, signed by WABD (TV) New York as producer of station's *Monday Night Fights,* replacing **Tex Sullivan,** former president of now-defunct London Sporting Club.

Spencer Allen, news director, WGN-AM-TV Chicago, appointed director of Headline Club, local chapter of Sigma Delta Chi, professional journalistic fraternity.

Dan Daniel, news director, WAPI Birmingham, Ala., elected vice president, Ala. Associated Press Broadcasters.

Carl George, general manager, WGAR Cleveland, Ohio, elected vice president and director of Cleveland Rotary Club.

James M. Hughes, program director of WJAS Pittsburgh, Pa., for thirty years, died March 23.

Claudius H. (Uncle Bud) Ward, 55, Washington m.c. and operator of advertising agency in Alexandria, Va., died March 26, of cancer. For last several years he conducted program on WPIK Alexandria.

Floyd H. Corliss, 60, news writer, KSD St. Louis, died March 24 of heart ailment.

James D. Shouse, board chairman, Crosley Broadcasting Corp., Cincinnati, Ohio, married to **Katherine Fox,** former director of special broadcast services, WLW Cincinnati.

Ray Clevenger, stage manager, KHJ-TV Los Angeles, father of girl, Catherine Ann.

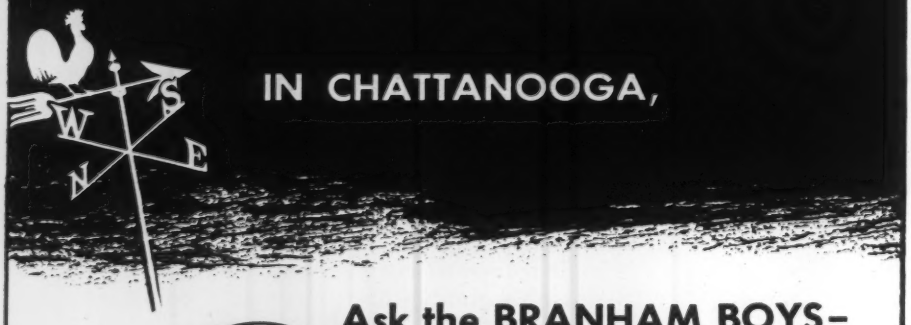
Richard Zavon, promotion manager, WLWC (TV) Columbus, Ohio, father of boy, Bruce Paul, March 7.

Stephen Strassberg, press information director, WABC-AM-FM-TV New York, father of girl, Jane Lisa, April 2.

Robert Hurlbut, film department manager, KNXT (TV) Hollywood, father of boy, Jeffrey Lawrence, March 27.

MORNING DOMINANCE

GREATER THAN EVER!



Ask the BRANHAM BOYS—

See The NEW HOOPER!

BEST BUY in the 79th MARKET

NBC AFFILIATE

WDEF Radio

CARTER M. PARHAM, President • KEN FLENNIKEN, General Manager

COLOR ROUND-THE-CLOCK AT WNBQ (TV) CHICAGO

NBC outlet to begin programming Sunday as first all-color television station. Ceremonies, in conjunction with opening of NARTB convention, mark completion of $1.25 million conversion project announced last November by Brig. Gen. Sarnoff.

IN CHICAGO next Sunday, at about 4:15 p.m. CST, NBC President Robert W. Sarnoff will push a button. At that moment, some 110 affiliated stations along the route of NBC-TV's *Wide, Wide World,* will transmit a momentous development in television.

"C-Day" will have arrived for NBC's o&o WNBQ (TV), the world's pioneer all-color television station, after weeks of intensive preparation, orientation and activity. Dedication ceremonies will usher in a new era for WNBQ. All its local live studio programs, plus a supplement of network colorcasts, some film and all station breaks, will be transmitted in color.

At the outset, WNBQ will program about five hours daily of local shows in color—about seven hours in all with NBC's regular color stanzas and its spectaculars—in three prime time areas (12 noon-2 p.m., 5-6:30 p.m. and 10-11 p.m.). Network shows, local remotes and some film segments in monochrome will, of course, continue to be black-and-white. Eventually, WNBQ plans to colorcast around 10 hours each day.

The inauguration of "C-Day" on the eve of the annual NARTB convention represents the culmination of a $1.25 million color conversion project announced last fall [B•T, Nov. 7, 1955] by Brig. Gen. David Sarnoff, RCA board chairman (and then NBC board chairman). It was conceived as a daring move to "break through the black and white curtain."

Jules Herbuveaux, NBC vice president and general manager of WNBQ (and of WMAQ Radio), sums up the import of "C-Day" in these words:

"The eyes of the entire industry will be on Chicago. Our operations in blazing this trail will set the pattern for local color broadcasting throughout the nation." He adds: "If anybody doesn't think that color television is here and ready, he ought to get back to cranking his automobile—or try to buy into a good harness shop."

WNBQ's trail-blazing toward this new kind of rainbow horizon got under way soon after Gen. Sarnoff's historic Nov. 3 announcement—as a major link in the RCA-NBC chain to expand and sell color tv on selected fronts.

Within the past five months, the Chicago outlet has been preparing for tinted tv, on its own front with all the dexterity of an electronic centipede. Under the leadership of Mr. Herbuveaux and Henry Sjogren, assistant general manager, the hustle-bustle of activity has cut a wide swath across programming, sales, advertising and promotion and engineering fields.

"C-Day" will climax various endeavors, including the establishment of selected programs for color; orientation sessions for present WNBQ clients showcasing their commercials in color; a spirited $165,000-plus advertising and promotion campaign utilizing various media built around a cartoon character and a viewers' contest; the conversion of black-and-white studios to color; the indoctrination of local WNBQ technicians and engineers, and the solution of various talent (wardrobe and makeup) problems.

What must be done to convert a conventional black-and-white station to all-color? The following is an exploration of the methods and techniques used in various areas by the world's first all-color station.

PROGRAMMING

At the outset last November, WNBQ moved cautiously into color with the *Judge Roy Bean* film series on the *RCA Color Theatre* each Monday evening (10:30-11 p.m.) under sponsorship of RCA (which recently renewed it for another 13 weeks effective April 2). *Theatre* combines both film and live portions.

By late January WNBQ had added a special stanza of *Kukla, Fran & Ollie,* color pioneers on their own, with Burr Tillstrom on Thursdays (10:30 p.m.) and John Ott's *How Does Your Garden Grow?* (Saturdays, 5:30 p.m.) was tapped for time-lapse color inserts. On Feb. 3 similar inserts were added (on Fridays) to the *Bob & Kay Show with Eddie Doucette.*

With NBC-TV network colorcasts (*Matinee Theatre, Howdy Doody, Max Liebman Presents, Producers Showcase* and *Color Spread,* plus inserts on *Today, Home* and other shows), WNBQ early in February was programming about 10 hours weekly in tint, with the nightly 10:30-11 slot serving as the core of the initial conversion. Two of the five weekday half-hours in that segment were in color.

After the color shakedown next Sunday evening, WNBQ's schedule will follow a fairly familiar pattern, starting the following morning with Everett Mitchell's *Town and Farm* show at 6:45 a.m., Monday through Friday. Other across-the-board series will include Len O'Connor's newscasts in five-minute segments in the 7-9 a.m. slot, a noontime spread featuring *Noontime Adventures With Uncle Johnny Coons, Bob and Kay With Eddie Doucette, Elmer the Elephant* (5-5:35 p.m.) and the *Adults Only* variety show interspliced with five-minute sports, weather and news periods.

The 10-11 p.m. slot will adhere closely to the pattern to be set on the premiere next Sunday save for the insert of Jack

CHECKING construction against blueprints (l to r): WNBQ Assistant General Manager Sjogren, General Manager Herbuveaux and Engineering Chief Luttgens.

THIS animated exhibit, shown here in an artist's conception, will treat WNBQ visitors to a short course in the fundamentals of how color television works.

Angell and the news nightly (Mr. Dreier is on Sunday evenings). In the key 10:30 p.m. slot, it will be *RCA Color Theatre* Mondays, *Championship Golf* (remote in black-and-white) on Tuesdays, a variety show on Wednesdays, *Kukla, Fran & Ollie* on Thursdays and *Walt's Workshop* on Fridays.

The weekend local schedule calls for *Kid's Holiday* and *It's Chris* on Saturday mornings and such Sunday features (from 8:30 a.m. to 1:30 p.m.) as *Sunday Funnies, Bible Time, Live & Learn* and *City Desk*.

Limited by the availability of color film, WNBQ has been quietly building up a library, to be supplemented by more and more footage (shot by NBC-TV newsreel cameramen) for news programs. It plans no color remotes for the present (such as golf and bowling shows) until it obtains the necessary equipment. The other limitations are black-and-white film programs and those network programs transmitted in monochrome. Most late evening film features will continue in monochrome, of course.

SALES

On the basis of early indications, WNBQ's present clients who have seen their commercials demonstrated in tint seem impressed with the results. These "anchor" advertisers are faced, in a sense, with the prospect of fishing or cutting bait, as their respective programs are converted to color where film may be involved. Live commercials, of course, will be converted with ease.

The WNBQ sales force is headed by John Keys, sales director, with Floyde (Bud) Beaston as sales manager. Under them, the color orientation sessions for clients have progressed smoothly since March 12. Clients were invited to use the station's facilities for camera and lighting tests on products, emphasizing packaging features, trademarks and other aids. The combined resources of WNBQ's engineering, program and production staffs were put to the test at specified times, six days a week, as clients went through their paces.

Among the advertisers who saw their commercials in color were Peter Hand Brewing Co. (Meister Brau beer), Santa Fe Railway, Jewel Food Stores, Joanna Western, Armour & Co., Sears, Roebuck (which plans to market its own color receiver under the Silvertone brand name, with Warwick Mfg. as the manufacturer), Wanzer milk, Commonwealth Edison & Co., Cole-Finder Mercury dealers, Coca-Cola, Kresge Stores, Universal Motors, Illinois Northern Gas Co., Scott Paper, Miles Labs and Drewry's Ltd. (beer).

The tests were conducted under actual studio conditions. Agency and client representatives were shown how proper lighting and staging could lend greater appeal to their food, beer, automotive, dairy and other products. For contrast, they could observe these same items on strategically-placed black-and-white sets under normal, home viewing conditions. Production of color film already is a reality for such advertisers as Peter Hand and Coca-Cola. The tests will continue during the initial color shakedown weeks.

What are the prospects for more advertisers using color? Mr. Keys points out that the color conversion offers "any advertiser, national or local, a very fine opportunity to test television and particularly color tv" by working with WNBQ's various departments.

WNBQ has been concentrating on its present clientele, but the pitch will eventually be made for prospective new advertisers as color becomes more widely accepted. (WNBQ has not made any rate card increases for color, but reportedly is considering a special facilities charge.)

Mr. Beaston predicts that color at WNBQ "will open the doors to new areas we haven't been able to crack before"—like department stores.

ADVERTISING & SALES PROMOTION

Advertising and sales promotion activities are handled by Howard Coleman, advertising, promotion and merchandising manager of WNBQ. Looking toward "C-Day," he launched a $165,000 campaign in virtually all media March 19. (About $90,000 worth of radio-tv on-the-air "promos," calling attention of WNBQ viewers and WMAQ listeners to "WNBQ—First in Color"; $56,000 in other advertising and sales promotion activities, and perhaps $22,000 in reciprocal ads.)

Of course, there had to be a symbol that would dramatize the coming of "C-Day" and there was. For over a fortnight now, a puckish character has been cutting capers and otherwise cavorting in cow-catcher or station break time on Chicago screens. His name: "Tommy Tint," with red hair, green shirt and blue pants.

As "C-Day" approached, Master Tint could be seen, either painting the town ("gonna paint the town red, gonna paint the town blue, gonna paint the town green, gonna paint it every hue") or preparing to blow it up as he pushes the handle of a dynamite plunger ("I'm Tommy Tint, I'm T-N-T, just like color on NBC.")

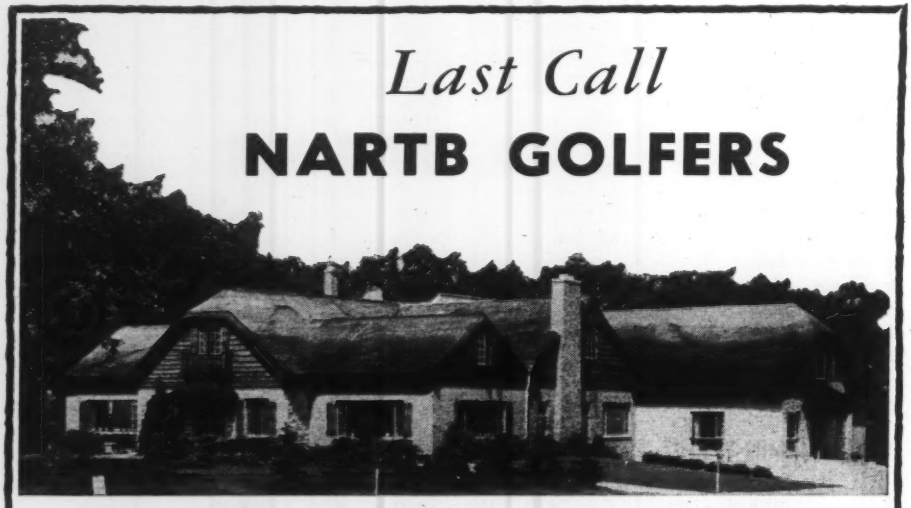
Master Tint first appeared a few weeks ago in slides and has been seen with increasing frequency (anywhere from nine to 12 times daily on 10- and 20-second films) as "C-Day" approaches. (From March 19 to April 20 WNBQ is substituting its color tag for the standard "A Service of RCA" station identification.)

Highlight of the campaign was a "Tommy Tint Contest" for viewers, conducted on the station's *RCA Color Theatre*, with prizes including an RCA Victor color set, two high fidelity units and 22 portable radios. Contestants were asked to complete, in 25 words, "My favorite ch. 5 program—because. . . ." Tomorrow (Tuesday) is the deadline and the top prize winner will be honored "in color" on the *RCA Color Theatre* April 16. Last week WNBQ ran approximately eight or nine station breaks a day on WMAQ promoting the contest.

Aside from using radio-tv, WNBQ also

Last Call

NARTB GOLFERS



B•T's annual Blind Bogey Golf Tournament will be held Sunday, April 15, at the 27-hole Midwest Country Club (above), Hinsdale, Ill. Over 20 prizes, including B•T's silver trophies for low gross and low net, will be awarded. Tee-off time is 9:30.

MAIL THIS RESERVATION TODAY, TO:
BROADCASTING • TELECASTING 1735 DeSales St., N.W., Wash., D. C.

Name .....

Address .....

Firm .....

I will want a ride to the club ☐

April 15 ***Tee-off time: 9:30 a.m.***

pushed "C-Day" in other media as part of its "spectrum spectacular" in advertising-promotion. It is utilizing newspapers (14,000 lines), tv fan magazines and other consumer publications, trade organs (four-page color inserts), car cards (2,750) and newsstand posters, and plans to use "in the air" or skywriting April 15 when three planes are scheduled to color-puff red, green and blue smoke over Chicago and its suburbs.

The sky-writing technique will be tied to a "color on the air and color in the air" theme in WMAQ radio spots urging automobile listeners to park and look skyward.

Merchandising has not been forgotten in WNBQ's plans, either. Stories on color have appeared in WMAQ's "Food News" and "Drug News" as well as in WNBQ's "Tv News Revue," with the WMAQ merchandising pieces saluting its sister outlet. All three pieces will be made available for distribution in a color kit at the NARTB convention. Additionally, RCA Victor dealers received some 300 easel-backed counter cards April 1.

Among other activities: WNBQ is supplying square ash trays (with the color message silk-screened in primary colors) as a giveaway piece for WNBQ and NBC-TV spot salesmen. And last month the station launched a monthly color program schedule for agencies and clients.

ENGINEERING & PRODUCTION

How well is WNBQ equipped to operate as the world's first all-color television station? And how extensive are its facilities bought by the $1.25 million NBC invested in the color conversion project? The project is under the general supervision of Howard C. Luttgens, chief engineer for WNBQ and WMAQ.

He is working with John Lake, project engineer, and Ted Nolan, installation engineer, members of NBC New York's audio-video engineering staff, who are in charge of technical phases of the color conversion project.

The station has seven color camera chains (five for live studio shows and two color film projectors for 35 mm and 16 mm films) and will have four color studios. The conversion is concentrated on the uppermost floors of the Merchandise Mart where extensive remodelling and construction has been under way since last November. WNBQ immediately took two studios (A, B) out of service looking toward their consolidation as one large color production center on the 19th floor.

Remodelling of Studio A (once the site of such early tv shows as *Garroway at Large* and *Hawkins Falls*) and Studio B (formerly used for radio), covering 5,000 square feet, is nearing completion and the production center is slated momentarily to be ready for program tests and rehearsals. Once Studio A and its satellite B are pressed into service, another studio (E), now confined to black-and-white service, also will be converted. It measures 2,500 square feet.

Separating the dual studio area and Studio E is a room called "Color Central," which will house color video equipment, film chains and other gear and serve all color studios. The equipment processes electronic signals from color cameras and enables engineers to regulate pictures to insure maximum fidelity of reproduction in color as well as in monochrome. A fourth and smaller studio, adjoining Color Central, will be utilized for single camera shows and station breaks.

WNBQ also has leased an additional 25,000 square feet on the Merchandise Mart roof for tv production and service shops, and another 25,000 for further expansion and possible use as an outdoor tv production area.

On the 20th floor, in what used to be the reception lobby, work is nearing completion on the RCA-NBC exhibition hall and the "Gallery of Color—WNBQ's Public Showplace." In the gallery visitors will see color receivers operating continuously and see displays and exhibits tracing the history and development of tv, as well as an electronic mural graphically illustrating how color tv works. Visitors may pass through a viewing corridor and look down on programs while they are actually being televised from Studios A and B.

By far the most complex task during this

Michigan's Biggest Sport Feature!

BASEBALL PLAY-BY-PLAY

ALL DETROIT TIGER GAMES

NIGHT and DAY at HOME and AWAY

Cash in on this popularity from early Spring to late Fall!

Save up to 15%

By buying 2 or more of these Powerful Stations

BUY ALL 4 STATIONS ... SAVE 15%
BUY ANY 3 STATIONS ... SAVE 10%
BUY ANY 2 STATIONS ... SAVE 5%

WKMH Dearborn-Detroit
WKMF Flint, Mich.
WKHM Jackson, Mich. Jackson Broadcasting & Television Corp.
WSAM Saginaw, Mich.

Represented by HEADLEY-REED

Get the Jack out of Jackson on

WKHM

JACKSON, MICHIGAN

Fred A. Knorr, *President*
John O. Gilbert, *Managing Director*
Jackson Broadcasting & Television Corp.

KNORR Broadcasting Corp. Affiliate

conversion campaign has been the installation of electronic equipment. To complete the job, WNBQ put a task force of 80 technicians through "college." They have been learning their lessons around the clock in a special training program designed to qualify them as color broadcasting technicians.

"We instruct our technicians in everything from the operation of color cameras to the operation and maintenance of the electronics equipment which actually composes and broadcasts color pictures," says Chief Engineer Luttgens.

How much time is needed to convert a black-and-white engineer for color? Bud Prather, WNBQ technical supervisor, says it depends on each particular job. WNBQ cameramen got their schooling in a matter of days, while video engineers (who compose the pictures) and maintenance staffers (who keep up equipment) had to attend the course for several weeks.

Whatever the time factor, the "faculty" members have been hard put to jam in the training courses between regular duties. By March 28 WNBQ had "graduated" about half the task force and is still holding classes. Technical personnel also are conducting training sessions for scenic artists, production staffers and station talent.

The convention project entailed an increase in air-conditioning capacities for the color studios and the erection of new sets with emphasis on color qualities, design and lighting (about 30% more lighting is required for color). Furniture, interior furnishings and wall pictures are being pretested for color as well, and talent has been concerned, of course, with wardrobe and makeup problems.

CHICAGO TV DEALER GOES BULLISH ON COLOR

LAST NOVEMBER, after Brig. Gen. David Sarnoff, RCA board chairman, and top NBC executives outlined network color plans, including those for conversion of WNBQ (TV) as the pioneer outlet, Sol Polk acted with typical dispatch: he placed an order for 500 color sets "for earliest possible delivery." Attending the two-way closed circuit color tv news conference between New York and Chicago, he was convinced then and there that NBC's color policy "will at last break the 'color barrier' and will very soon bring the enchantment of color television into American homes—at a reasonable price."

As head of Polk Bros. Appliance & Furniture Stores (estimated annual sales, $40 million; tv advertising outlays, $750,000-$1 million annually), Mr. Polk is prepared to sell about 10,000 color receivers in 1956—or about 3% of the anticipated industry total.

It would be gilding the truth to report that Polk Bros.' 10-store chain, staffed by nearly 500 salesmen (25 specialists in color), disposed of the original allotment of 500 RCA 21-inch color receivers like the proverbial hotcakes when, frankly, they sold like color tv receivers.

(Just as RCA based its original color marketing decision on the "middle income" group, so, too, has Polk concentrated on the "classes rather than the masses" at the outset. "Exposure," he decided, was the first requisite.)

But most of that initial inventory of 500 from RCA is depleted now, plus a backlog of perhaps 250 other brand receivers. Sales picked up in November and December, tapered off around the first of the year and moved on the upgrade in late January and early February, according to Lester Bachmann, executive vice president. Polk's heaviest sales of sets (in the $695-$995 retail price range) have been for RCA, CBS-Columbia and Motorola sets (he handles monochrome sets of nearly all major manufacturers). Currently he sells anywhere from five to 15 sets a day.

Like manufacturers and many another dealer, Mr. Polk is reconciled to the prospect of no profits until the chicken-and-egg riddle (mass market and sponsor acceptance vs. consumer reluctance and limited network programming) resolves itself with reduced prices.

In addition to pushing color to the consumer with trade-in and shipping policies, Polk Bros. has maintained an aggressive program "exposure" campaign of its own. Sol Polk has held open house during just about every spectacular or colorcast that has been networked in recent months—and has publicized his invitations lavishly.

Polk customers, present and prospective, have been invited to any one of its showrooms to watch the World Series, Tournament of Roses Parade, "Peter Pan", and other special color events, including regular dramatic and variety fare.

With WNBQ committed to a heavy schedule (about eight hours daily) of color fare (both network and local live, plus film), Polk Bros. showrooms are expected to bustle with activity (afternoon and evening) in the weeks ahead. Polk Bros Appliance & Furniture Stores will tie in closely with WNBQ programming via its own tv shows, newspaper ads, direct mail and other media.

The promotion will extend in these media to the newest color models expected to be announced by leading manufacturers this summer during the semi-annual home furnishings market. These include RCA, CBS-Columbia, Motorola, Philco Corp., DuMont, Admiral, General Electric and Emerson.

Whatever the prices, Sol Polk is prepared by both temperament and policy to "make any deal within reason."

QUOTATIONS FROM A HEARTY ADVOCATE

SOL POLK has made his mark not only as a promoter of color television but also as a major Chicago tv advertiser. The following quotes show the enthusiasm with which he regards the medium.

". . . AS FAR as I can see today in looking into the future . . . television is the greatest vehicle for our particular type of business . . . "What other advertising medium can give me results within three minutes of the time it hits the prospect? And what other medium can enable me to demonstrate—make millions of *complete* sales calls a week, and presell the customer before he gets to the store?"

"Many people will disagree with me, but in my opinion, the people who run department stores and, shall I say, old-time stores, are not familiar with the use of television. They haven't got personnel . . . who know how to use television effectively, and they are so imbedded with their own methods of merchandising that they don't want to change."

". . . Many department stores would not commit themselves like our company has done . . . With newspapers they can run an ad one day and be out . . . for two or three days . . . But in television it's different . . . regardless if you have a hot product or a cold product—you still own the time . . ."

". . . We had a very difficult time selling the manufacturers in allowing us to use the cooperative money which we earned — to use it on television. We did a great deal of pioneer work in selling the manufacturers. Today the manufacturers will cooperate on television and accept it as a local medium . . . I believe that when history is written, a great deal of credit will go to us for pioneering television on a cooperative basis."

"The future of merchandising is to merchandise. The responsibility rests on our shoulders today to move the merchandise out of the factories and get it into the customers' homes at the lowest possible cost, and this can be done by mass selling and getting our story across . . . There's no vehicle that can get our story across better than television."

to help color get off the ground. That has been his unmistakable approach right along.

As a case in point, Polk Bros. since early 1955 has maintained a policy whereby a customer may buy a monochrome tv receiver with the assurance he could trade it in, any time prior to Feb. 1, 1957, and receive the equivalent of the original purchase price toward a new color set.* What's more, Polk Bros. will pre-pay freight charges to any point in the country and guarantee complete installation and servicing (service contracts run $99.50 on, say, an $895 RCA 21-inch console model).

Within the past fortnight, Polk Bros. extended this trade-in offer another year—to Feb. 1, 1958. Sol Polk describes his latest action frankly as a "$1 million gamble" for him if color tv prices "break badly" later this year but he says it's designed to protect the monochrome receiver market. He doesn't feel color prices will, but if they do, he reasons, black-and-white sales could suffer appreciably as customers reject conventional models for tinted units.

Sol Polk ardently believes that anybody of influence, whether he be doctor, lawyer, salesman or advertising representative, should have a color television receiver, if only as a symbol of prestige and an example to the rest of his community. Last year he compiled such a list of the 1,000 leading and prominent personalities in Chicago.

Moral Obligation to Pioneer

He reasons they have a moral obligation as influential members of society to be in the pioneering front of "what we envision as a new era of merchandising in furniture, appliances, clothing and all the consumer items which contribute to a better way of life in this country."

The conversion of WNBQ, Mr. Polk has said, "will have more influence on this nation's prosperity than any other development since the inception of black-and-white commercial telecasting shortly after World War II. . . . The advent of consistent color telecasting at the local level [by WNBQ] will serve to provide all of our merchandise with an aura of newness and freshness in the coming period of 'color emphasis.' "

Sol Polk claims that, generally, "as the inevitable sales boom in color sets progresses, other industries and arts will boom in direct proportion" and will serve as the keynote of this new merchandising era.

But what, specifically, of prices? It's basic to Mr. Polk:

"Competition will bring prices down. Also competition will stimulate research and produce more engineers. And more research will help in bringing lower prices." That should happen this year, Mr. Polk feels, as the accent shifts from the Cadillac classes to the John Q. Public masses.

In the interim period between Gen. Sarnoff's announcement of conversion plans for WNBQ and the station's actual debut April 15, Polk Bros. has been placing about 50% of all color sets in homes and the balance in public places. Polk also has made a policy of loaning out sets to social, fraternal and other organizations.

It seems typical of Sol Polk that he conceived the idea of identifying the "pioneers" with colored antennas atop their homes, although nothing seems to have come of it from manufacturers. What he has done, however, is to make sure that any tavern which buys a color set from him gets the full treatment—signs, streamers and the like heralding the arrival of color tv.

Also typical was the pre-Christmas mailing of colored Vogue cigarettes and a letter inviting agency, client and other executives to have a smoke on Polk while the president of Polk Bros. discusses the "challenge and promise" of color television. In it Mr. Polk suggested a set as a gift "for those key people on your management staff." He also noted the emergence of color in every-day appliances, men's wear and "even cigarettes."

Mr. Polk's own office is equipped with conventional and closed-circuit tv receivers (the latter for watching store traffic) and, of course, color. He envisions the day when suburban customers might well be able to convene in outlying "dummy" stores and inspect and order merchandise from centrally-located warehouses by closed circuit, large-screen 3-D—color television. Such a system would include a two-way communications system and Zoomar lens for showcasing products.

** CBS-Columbia last year instituted a similar deal, enabling a customer to trade in a monochrome receiver up to $400 on an $895 19-inch color set.*

SEE YOUR A.R.B.

for the

TOPEKAREA

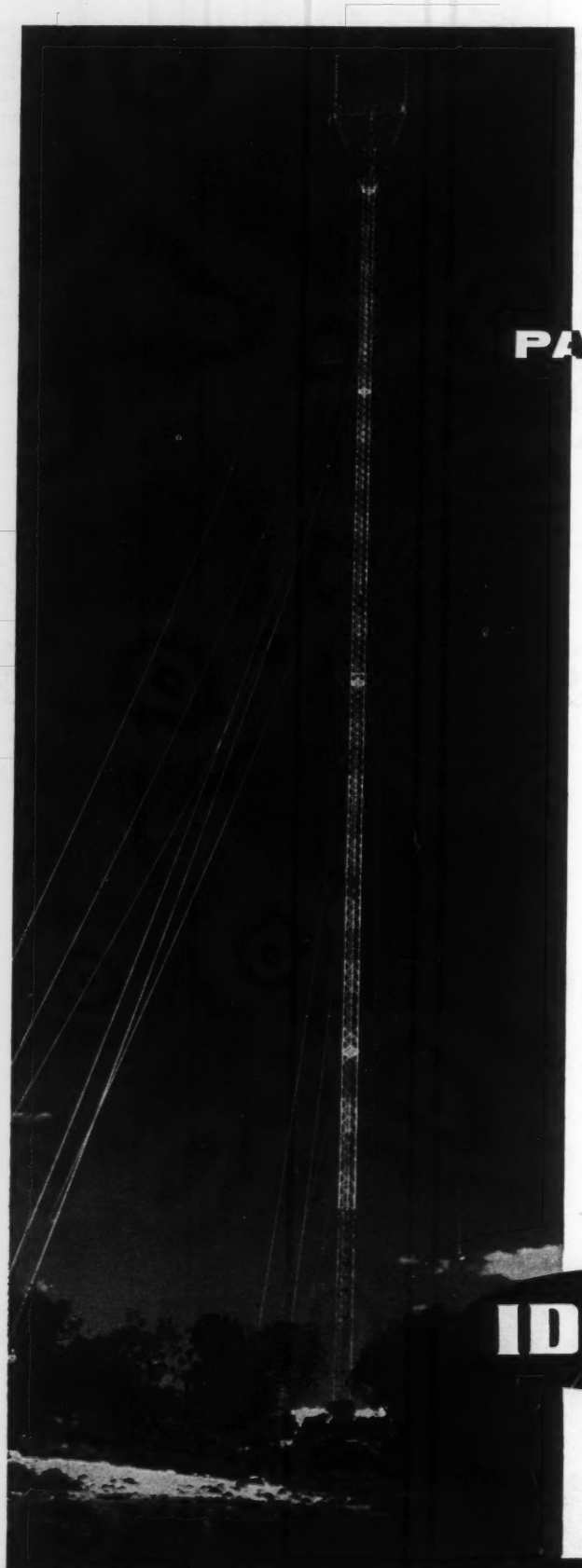
20 counties dominated by

WIBW-TV

WIBW Channel 13 VHF
SEE YOUR CAPPER MAN
The Kansas View Point

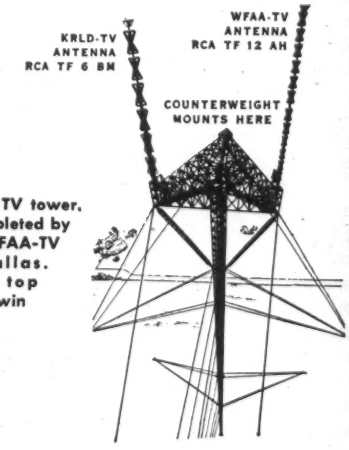
CBS
ABC

TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka
KCKN in Kansas City
Rep: Capper Publications, Inc.



PAY-DIRT IS UP

That's right . . . even in Texas where liquid gold is 'way down under, pay-dirt for radio and TV stations is UP. Up in power . . . up in antenna height . . . UP with towers by Dresser-Ideco. Across the nation, Ideco towers are helping broadcasting stations dig UP to pay-dirt. Whether your station's tower must go up a matter of several hundred feet, or should push toward two thousand feet . . . you can profit from Dresser-Ideco's experience in designing and constructing towers since broadcasting's infancy. Guyed, self-supporting, fixed base, pivoted base, insulated . . . when it comes to towers, you'll do well to come to Dresser-Ideco. Write us . . . or contact your nearest RCA Broadcast Equipment representative.



Unique candelabra TV tower, 1521 feet tall, completed by Dresser-Ideco for WFAA-TV and KRLD-TV, Dallas. Eighty-foot wide top platform supports twin antennas.

IDECO

ONE OF THE DRESSER INDUSTRIES

DRESSER-IDECO COMPANY

Columbus 8, Ohio

Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.

Tall or short . . . for TV, Microwave, AM, FM . . . IDECO Tower "Know-How" keeps you on the air

At the NARTB Convention visit Dresser-Ideco . . . Conrad-Hilton Hotel, Suite 604-5-7

ADVANCE: WHAT'S SET FOR THE CONVENTION

- **Equipment makers will show their latest gear . . . . . page 75**
- **While program services display radio-tv offerings . . . page 92**
- **And delegates hear papers on new developments . . . page 100**

Tentative Management Conference Agenda 108

NEWEST developments in broadcasting engineering and technical services will be shown at the NARTB convention April 15-19 in the Conrad Hilton Hotel, Chicago. Many exhibitors are revealing new items for the first time.

Heavy equipment will be displayed in the lower lobby exhibit room of the Conrad Hilton. Lighter equipment, along with technical and program services, will be displayed on the fifth and sixth floors of the hotel. Many firms will have hospitality suites, starting at the seventh floor.

Color tv, of course, will be featured by such major equipment firms as RCA, GE and DuMont. RCA will show operation of black-and-white lenticular (Eastman) film for color kinescope recording. The film is said to provide fast and low-cost color service. GE's display will include an automatic program control system and a 2000 mc tv relay system weighing under 200 pounds, with common aural-video antenna. DuMont will exhibit the Vitascan technique and multi-scanner pickup, and stage continuous color shows.

In the antenna field Blaw-Knox will show how the new T-1 steel is employed for towers. Dresser-Ideco will have a film showing construction of 1,500-foot towers.

Other equipment items include small-sized am transmitter, new antenna types, power units, transmission lines, telescoping mast for station wagon, multiplexing apparatus for fm stations, more efficient tv gear, remote control apparatus and related developments. Lighting firms will show their newest types.

Radio-Electronics-Tv Mfrs. Assn. will have a display of new types of radio receivers, including portable models.

Programming exhibits (see page 92) will include disc, tape and film features as well as news service. Their displays will show audience building ideas.

Adler Electronics Inc.

ADLER ELECTRONICS Inc., affiliated with Adler Communications Labs., will display equipment for low power television transmitting and satellite systems in Exhibit Space 19. All components for these systems are designed for assembly and integration in accordance with the broadcaster's specific requirements. In addition, Adler will display the M-16 Master Monitor, a unit which provides supervision of any desired video signal from camera through transmitter, and an economical 275-volt regulated power supply with 600 MA maximum output.

Adler representatives at the convention: Ben Adler, Carmen J. Auditore, Edward Galuska, S. David Scher, and Frederic L. Ohmer.

Allied Radio Corp.

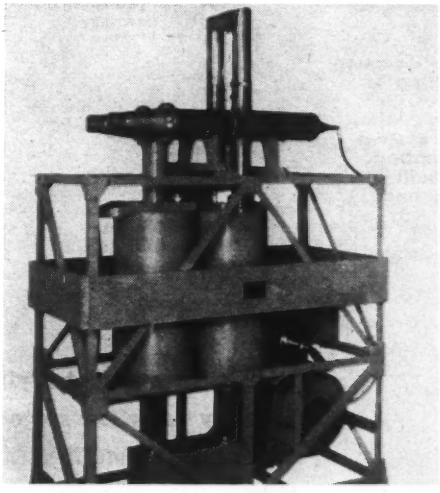
VARIOUS PRODUCTS for radio-tv will be shown by Allied Radio Corp. in Suite 610A-611A. These include ampere transmitting and power tubes, gas and vacuum rectifiers, special purpose electron tubes for communication and industry, Allied-Knight test instrument kits and Knight recording tapes.

The company specializes as distributor of electronic tubes for radio-tv broadcast application and in high fidelity audio equipment as well as in electronic parts and accessories.

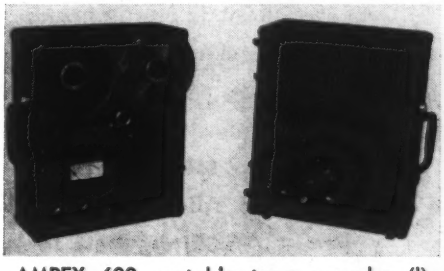
Personnel: Sanford H. Levey, sales manager; Al Brook, field supervisor, and J. Threlkeld, Al Parson, D. Towler, B. Stone, J. Rogers and R. Heydenburg, sales representatives.

Alford Mfg. Co.

DIRECTIONAL and omnidirectional tv broadcast transmitting antennas will be displayed by Alford Mfg. Co. in Space 9. Alford also will show a new diplexing filter for combining aural and visual transmitter outputs into single line feeder and will exhibit several types of measuring equipment. Space 9.



ALFORD Mfg. Co.'s new diplexing filter, which combines aural and visual transmitter outputs into a single line feeder.



AMPEX 600 portable tape recorder (l) weighs 28 pounds, sells for $545. Matching companion for Ampex 612 or 600 system is 620 amplifier-speaker (r), selling for $149.50, available in blonde or brunette furniture or portable case.

American Tel. & Tel. Long Lines

FEATURE of Bell Telephone System's display will be a black and white "see yourself" closed-circuit tv hookup. Visitors can see themselves on two monitors, one carrying a picture that travels less than 25 ft., the other 2,000 miles. Flashing lights will trace signals along the 2,000 mile circuit on a map. This map also will show Bell System network routes now equipped for color.

Some highly-specialized equipment used to transmit tv signals also will be shown, including an intermediate station TD2 radio relay bay and L3 coaxial cable equipment.

Representing AT&T Long Lines will be F. A. Cowan, assistant director of operations, New York; A. J. Esrey, general manager, Kansas City; C. W. Floyd, area commercial manager, White Plains, N. Y.; R. E. Gradle, division commercial manager, New York; E. C. Laird Jr., area commercial manager, Kansas City; F. R. McFarland, commercial staff supervisor, White Plains; E. McCaffrey, area commercial manager, Cincinnati; M. G. Wallace, commercial operating engineer, New York, and H. A. Carlson, Illinois Bell Telephone Co. Space 26.

Ampex Corp.

SIMPLIFIED complete broadcasting station—with a record console and turntable—will be exhibited by Ampex Corp. to show how simple it is to coordinate an Ampex tape recorder with an existing broadcasting studio.

Ampex will show its 350 tape recorder, its 600 portable tape recorder and its 620 portable amplifier-speaker. The firm will be represented by Philip L. Gundy, audio division manager; Russell J. Tinkham, audio marketing manager, and Robert Miner, audio sales manager. Room 529.

Andrew Corp.

THEME of Andrew Corp.'s display will center about the firm's new catalogue, which covers in detail the 500 products being offered to the broadcaster and others.

Andrew will show coaxial transmission lines for uhf tv, vhf tv, fm and am, a waveguide for uhf, a complete line of accessories, parabolic antennas for STLs, antennas for fm, phasing and tuning equipment for am, tower lighting equipment and portable or mobile telescoping masts for survey work or remote pickup.

The firm will emphasize its new uhf coaxial switch, serving the frequency range from zero to 900 mc, and available to uhf tv transmitters in manual or remote-controlled models. Andrew also will introduce a new telescoping mast, available in various sizes from 30-ft., station wagon mounted, to 100-ft. in hydraulic or pneumatic types. The 30-ft. mast is useful in broadcasting and telecasting for pattern survey and remote pickup work, the company said.

It is installed in the purchaser's station wagon, complete with tank and compressor, and operates off the car's power system of six of 12 volts. Space 21-B.

Berlant-Concertone

NEW Series 90 automatic tape recorder to be shown by Berlant-Concertone features a completely new mechanism but with the same physical dimensions as the firm's Series 20 and 30 units.

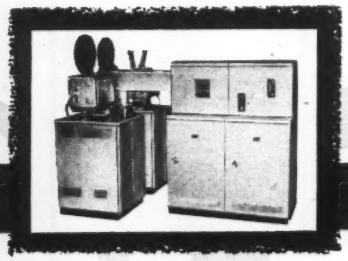
The Series 90, according to Berlant-Concer-

Speaking of chain reactions..

EXCELLENT MONOCHROME

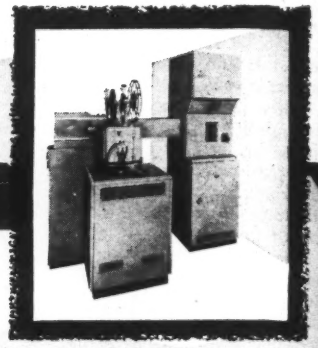
1 The Du Mont Multi-Scanner permits reproduction of monochrome slides, opaques, and 16 mm film. Flexibility of the system is practically unlimited. System may be built up starting with any one of 5 pickups.

SUPERIOR COLOR



2 The color Multi-Scanner produces beautiful high-fidelity pictures from slides or film. This system may be purchased as a complete unit, or as a simple conversion for the monochrome Multi-Scanner.

LIMITED LIVE COLOR



3 The talk of the industry... the Multi-Scanner may be used for local live color in addition to film and slide pickup. The light source of the Multi-Scanner scans a live scene, and associated equipment picks up the reflected light to produce a color signal of superior quality. System costs but a fraction of other live color systems. Completely integrated... five simultaneous picture sources.

When the Du Mont Flying Spot Scanner was first introduced, the industry knew it was good... but few foresaw the tremendous success it has had in all its adaptations. Today, the flying spot scanner principle as applied by Du Mont leads in simple, economical and practical television broadcasting of both monochrome and color film, opaques, slides and live programming.

DU MONT®

Television Transmitter Department
Allen B. Du Mont Laboratories, Inc.
Clifton, New Jersey

the vitascan

4 UNLIMITED LIVE COLOR

And now, the biggest news of all . . . the Vitascan camera, a portable light source for live color TV broadcasting. The light source is a simple, portable camera assembly that provides unlimited live programming at a cost far below other color systems. Again, Du Mont shows the way for simple, practical television broadcasting.

Here's one you can control!

Start your scanner operations at any point you need! If you need a source for only monochrome film, opaques, and slides choose the Monochrome Multi-Scanner. If you plan color for later on, you can always convert at minimum expense. At any time, you can add live color with either the fixed or portable light sources. Here is television broadcasting equipment *tailored* to your exact needs!

- VITASCAN WEEK IN CHICAGO!
  During the NARTB Show there will be two complete Vitascan systems operating in Chicago. One will be in Area 22 at the Show, while the other will be on public demonstration as a merchandising tool at Carson, Pirie Scott & Co. Department Store. Be sure to see it!

tone, offers "complete interlocking, 'dump-proof' tape handling, removable cables using AN connectors, reel size switch for large or small reels, improved tape motion using fly-wheel and dampers and a stainless steel capstan to reduce hum level." Series 20 and 30 also will be shown.

Representing Berlant-Concertone will be Eddie Altschuler, marketing manager of American Electronics Inc. Consumer Products Div., and John Gray, chief engineer, Berlant-Concertone. Room 516.

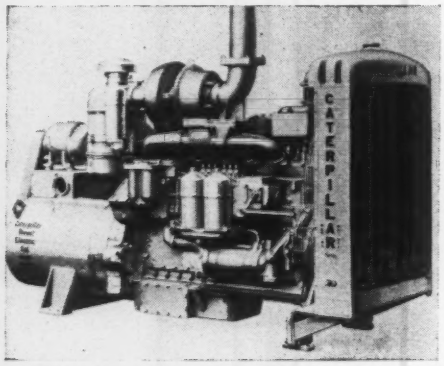
Blaw-Knox Equipment Div.

THE new U. S. Steel, T-1, will be emphasized in the Blaw-Knox exhibit. Use of T-1 in the 1,379-foot tower being erected for WSM-TV Nashville will be demonstrated along with other types of towers and associated equipment. Blaw-Knox representatives are A. H. Jackson, R. A. Troman, William Roscoe, Robert M. Kuhn, John Cummings, Paul F. Vollmer and Robert Malley. Rooms 546-547.

Caterpillar Tractor Co.

ON display for the first time will be Caterpillar Tractor Co.'s new turbocharged D337 diesel electric set, which combines Caterpillar's 310 hp four-cycle D337 engine with a "highly compact" Cat self-regulated generator.

This unit is described as ideally suited for both prime and standby power at radio and tv



CATERPILLAR's new Cat D337 self-regulated electric set.

stations. Caterpillar also will show a cutaway model of the Cat D397 diesel engine.

Caterpillar will be represented by R. V. Bradley, R. G. Burdick, R. E. Mathis, J. A. Hasten and D. W. West. The firm will display in Booth 17 on the main exhibition floor.

Century Lighting

CENTURY LIGHTING will exhibit in Booth 18 a complete line of Fresnelite; a C-Lector, a Magnatrol board, projectorama, a CI all-electronics control board, a mike boom, scoops and projectors.

Personnel: Ed Kook, president; Jim Fedigan, general manager; N. Sonnenfeld, New York branch manager; Earl Koehler, Chicago representative; Charles Shevlin, sales engineer; Rollo Williams, color lighting consultant; Bill Merrill, Port-O-Vox sales manager; Jim Thompson, switchboard engineer, and Stanley McCandless, development and research chief.

Collins Radio Co.

ON DISPLAY in Collins Radio Co.'s 70-ft. booth will be broadcast transmitters 21E/M 10,000/5,000-w, 20V-2 1,000/250-w and 300J-2 250/100-w; remote system; 212A-1 studio console; 212U-1 and 212Y-1 remote amplifiers; tv microwave (STL) relay system; rack mounted audio equipment and accessories. New items to be shown are 212F-1 studio console and 212Z-1 transistorized remote amplifier.

Collins will be represented by R. H. Hollister, H. O. Olson, T. M. Sharpe, J. D. Phelan, J. H. Hamilton, J. F. Stanbery, R. A. Powell, R. D. Sidwell, F. P. Wallave, J. F. Wright, M. N. Oebbecke, L. H. Leggett, G. C. Wetmore, E. S. Gagnon, E. J. Maloney, K. L. Caldwell, C. M. Lowder and Paul Wulfsberg. Space 28.

Conrac Inc.

CONRAC Inc. will display its new CH-21 color television monitor and present line of other television broadcast units, including the AV-12-A off the air tuner, CB-17 monitor and CF/CG series of tv monitors.

Conrac executives attending convention will be W. J. Moreland, president; J. Grayson Jones, vice president-chief engineer; Kenneth Williams, engineer, and Russell M. Alston, plant superintendent. Suite 561.

Continental Electronics

CONTINENTAL ELECTRONICS will show photographs of super power forward scatter transmitters, microwave STL gear, one million w am broadcast transmitters and demonstration equipment for remote control of transmitters operating into directional antenna systems. W. M. Witty, Mark W. Bullock and Thomas B. Moseley will represent Continental. Suite 632.

Dage Tv Div. of Thompson Products

INTEREST is likely to center on color and low power tv station equipment for smaller cities at the Dage exhibit (in Space 5 and Room 609A). Five product lines will be shown, the newest being the new Vidicon Studio Camera (Model 320), which Dage claims to be as effective as an image orthicon on live studio and film work.

Other equipment to be displayed and demonstrated will be a low power tv station, complete with 200 w transmitter, two cameras, studio lighting and multiplexing, parts and tools, camera control, switching console, audio control center, tape recorder and amplifier and other items, and pegged to sell for about $50,000; standard black-and-white film equipment, plus a system convertible to color with Vidicon camera, control console and power supply rack and complete color film chain. Provision is made for color with a three vidicon system shown at last year's NARTB convention.

Personnel: James L. Lahey, general manager; John R. Howland, general sales manager; James E. Campbell, industrial sales manager; Robert E. Green, director of educational tv; Neff Cox Jr., broadcast equipment sales manager; J. W. Alinsky, chief engineer; George H. Fathauer, chief of development and design engineering; W. E. Smith, assistant to general sales manager; H. E. Crow, assistant to chief engineer; J. E. Banister, field engineer; H. C. Garba, supervisor of field engineering; Harold Ennis, systems engineer; Clifton Schmidt, test engineer; and district sales managers Mort Zimmerman, Wynne Stewart, Lyle Burrichter and C. W. Kimes.

As a special feature, Dage will maintain its own private plane at Midway Airport, offering to transport any convention delegates to Michigan City (20 minutes ride) for a conducted plant tour there.

Dresser-Ideco Co.

FILM depicting planning and construction of what Dresser-Ideco Co. claims to be the world's two tallest structures will be shown at regular intervals, beginning at 3 p.m. Sunday. These are the 1,572-ft. tower of KWTV (TV) Oklahoma City and the 1,521-ft. "candelabra" platform tower built at Dallas for KRLD-TV that city and WFAA-TV Fort Worth.

Former Walt Disney animator Lenn Redman will be back again to sketch caricatures of visitors. Rooms 604, 605, 607.

Allen B. DuMont Labs

LIVE COLOR TV will be accentuated by Allen B. DuMont Labs, which will feature in its exhibit two color equipment "packages," one for film and slides, the other for live programming. DuMont's display, which will be showcased in Space 22, will include numerous closed-circuit colorcasts utilizing the new DuMont "Vitascan" live color pick-up system (Package No. 1) and color Multi-Scanner (Package No. 2).

"Vitascan" and Multi-Scanner systems are designed to provide the "most complete operating flexibility." The combination of the systems will enable the average station to begin complete colorcasting "with a minimum of equipment and cost," according to Kenneth F. Petersen, sales manager of DuMont's transmitter department.

As a sidelight to NARTB activities, conventioneers can see DuMont's "Vitascan" system in operation at the Carson, Pirie, Scott & Co. department store, where the Owens-Corning Fiberglas "Color Cavalcade," using DuMont equipment, is being demonstrated. The store is on State St., six blocks from the Conrad Hilton.

Representing DuMont at the convention, in addition to Mr. Petersen, will be:

Technical Products Div.: Dr. P. S. Christaldi, division manager; R. E. Kessler, general manufacturing manager; G. R. Mezger, general sales manager, A. J. Talamini Jr. and F. S. Newman.

Tv Transmitter Dept.: C. E. Spicer, sales operations manager; G. H. Wagner, sales engineering manager; H. W. McCrae, F. Bonvouloir, L. C. Radford Jr., R. J. Myers, L. Keys, B. J. Klindworth, F. A. O'Connell, G. Winston, H. Del Muro, D. Stewart, J. Shearer, F. C. Grace, N. Ritter, R. Bollen, L. Litchfield, J. Sims, M. Shovlowsky, L. Larson, L. Wallace, R. Petruzelli, H. Mate, F. Tamaro, and D. Quinlan.

International Div.: John W. Morrisey television transmitter sales manager, and R. B. Austrian, west coast manager.

Elgin Metalformers Corp.

ELGIN Metalformers Corp. will exhibit a large portion of its new EMCOR modular enclosure system. This system is described as ideal for enclosing a wide variety of equipment, including electronic gear and instrumentation for a number of purposes. The line is said to be made to the highest standards of quality but with production tooling so that large savings can be realized over custom construction.

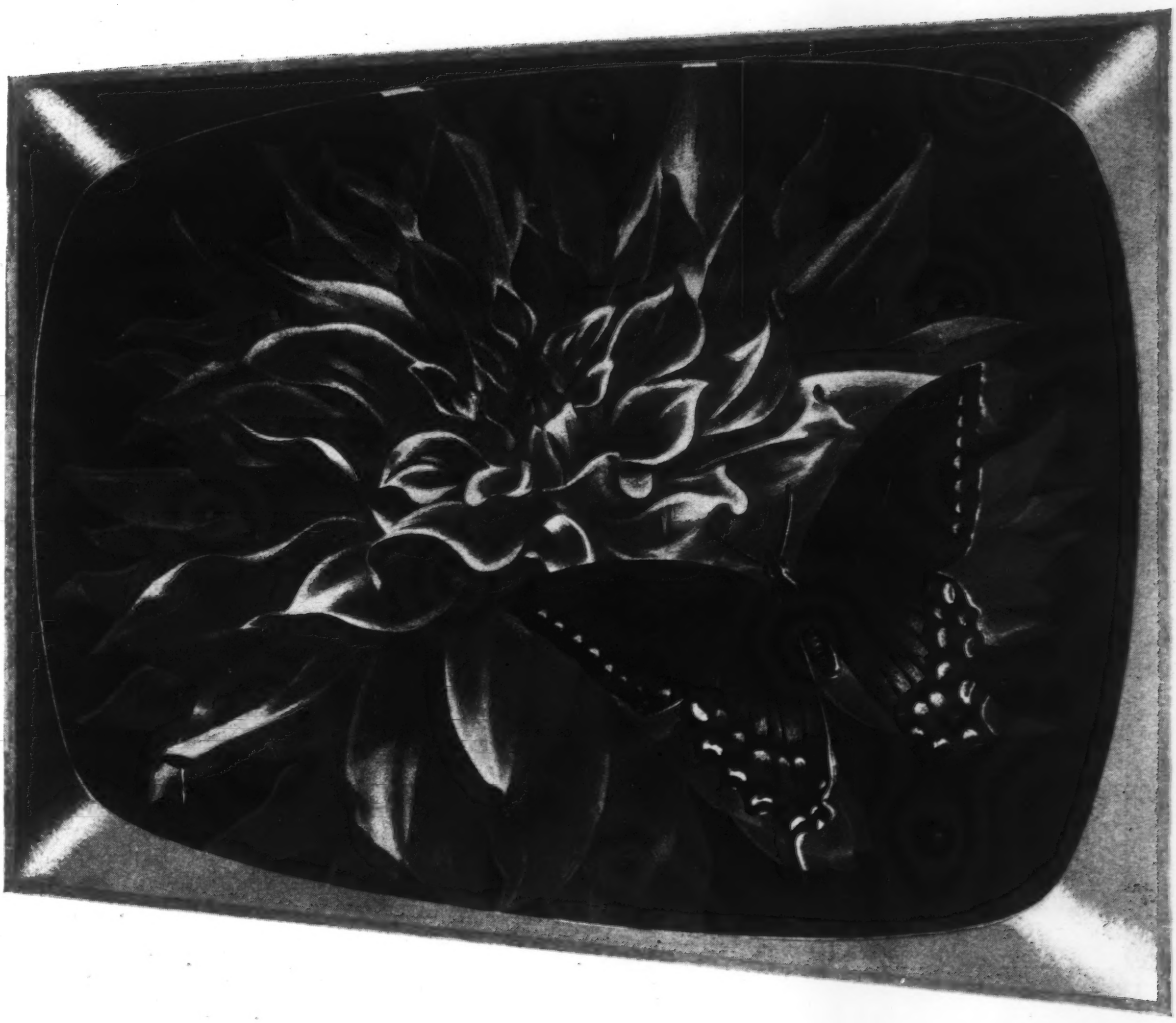
Representatives to the convention: S. K. Frankel, James G. Wells, Herb C. Golz, Larry Fay. Exhibit Space 11.

Foto-Video Labs. Inc.

COMPLETE line of black-and-white and color test equipment will be demonstrated by Foto-Video Labs Inc. in Room 545. Included in its video display are a vidicon film multiplexer for films, slides and opaques; color and monochrome sync generators and distribution amplifiers; medium and heavy duty power supplies; aperture and phase correctors; waveform monitors, and high-pass filters.

"Foto" products on exhibit: tv light box for image orthicon and vidicon (color and black-and-white models); resolution and linearity and gamma test slides; charts and opaques, and tv station test patterns.

Foto-Video President-Chief Engineer Albert Baracket will head the company delegation at-



True color... high definition

yours with GPL's 3-Vidicon Color Film Chain

Telecast stable, 600 line color pictures of unmatched quality with the outstanding 3-Vidicon Color Film Chain developed and manufactured by GPL. Typical GPL performance superiority has been achieved in this equipment with a highly advanced color filter system, precise registration, precision-engineered GPL components, and factory-adjusted optical and mechanical alignment. Compactness of the chain permits easy integration with your present monochrome film layout.

These and the many other outstanding features of this chain will make color film telecasts a profitable feature of your station. Ask GPL engineers to show you how.

SEE US AT BOOTH 24 N.A.R.T.B. SHOW OR SUITE 553, CONRAD HILTON HOTEL

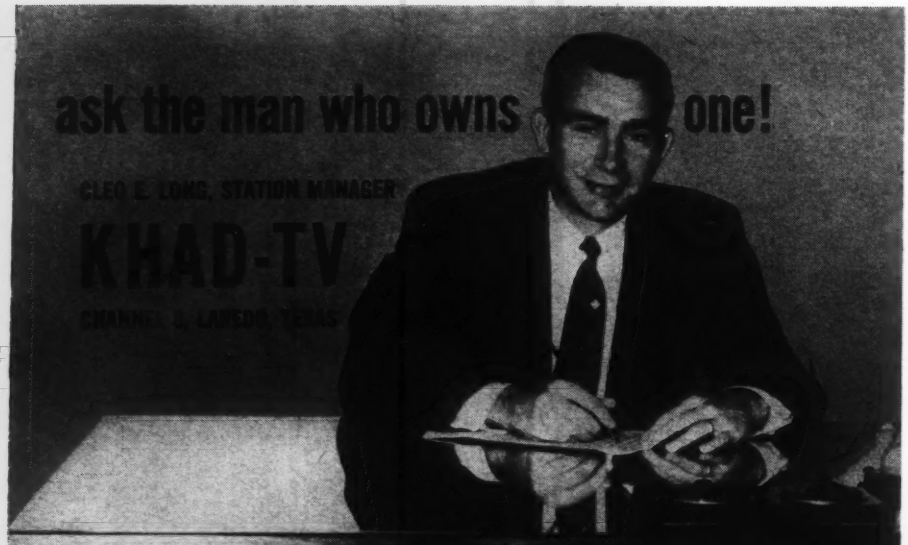
GPL

General Precision Laboratory Incorporated

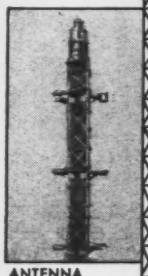
63 Bedford Road, Pleasantville, N. Y. • 188 W. Randolph St., Chicago, Ill. • 21 N. Santa Anita Ave., Pasadena, Cal.

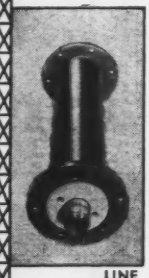
Cable Address: PRELAB

A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION

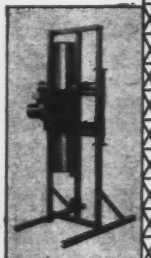


about the **PRODELIN** low power complete antenna system


ANTENNA


TOWER

LINE


DIPLEXER

Big Station equipment scaled down for *Small Station* requirements. Rugged — Reliable — Commercial in every respect, yet economically feasible, technically simple and performance proven.

VHF Channels 7 thru 13 Antenna with gain of 4 stands only 20 feet high and weighs less than 600 pounds.

Ask Mr. Long:

"We are enjoying the results of a relatively simple installation, as well as excellent performance... and we are quite pleased with the expeditious and efficient manner in which you handled the delivery. Your antenna system is operating without any problems whatsoever."

VISIT PRODELIN AT N.A.R.T.B. CONVENTION
ROOM 609, CONRAD HILTON HOTEL

and see the world's simplest transmission line . . .

Prodelin Inc
307 BERGEN AVENUE • KEARNY, N. J.

"G-Line"

MANUFACTURERS OF MICROWAVE AND TELECASTING ANTENNA SYSTEMS
ANTENNAS • TOWERS • TRANSMISSION LINES • ACCESSORIES

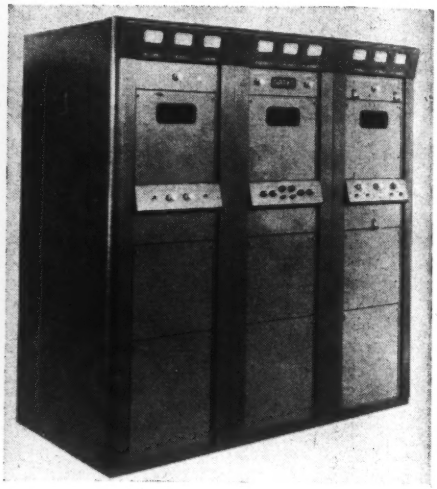
tending the convention. Other F-V representatives will be Vice President A. R. Fiore, Sales Manager C. E. Underwood, John J. McMahon, George J. Anderson, Hans Nord, and M. K. Widdekind.

Gates Radio Co.

FIRST public demonstration of new model Gates Radio Co. 5-kw am transmitter (BC-5P), billed as smallest 5 kw radio transmitter on the market, will be held by Gates in Space 4.

The BC-5P, under development for one year, is completely self-contained with dimensions of only 73⅛ (width) and 39 3/16 (depth) inches. The unit will have automatic power reduction to 1 kw as standard equipment and will feature "highest possible refinement to reduce harmonic radiation."

Also in the Gates exhibit will be a complete line of transistorized remote amplifiers, which were unveiled by the company at the Institute of Radio Engineers convention, held in New York last month [B•T, March 26]. Included in the latter group are the "Twinsister" and "Transmote," light-weight, self-contained units using six and five transistors, respectively.



NEW Gates 5 kw, BC-5P transmitter is described as the smallest on the market.

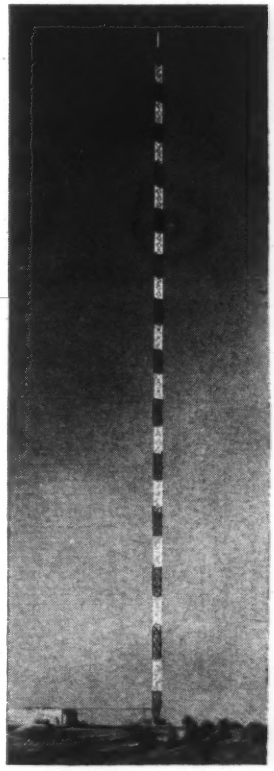
Gates representatives on hand at NARTB exhibit will be: P. S. Gates, president; Larry Cervone, general sales manager; N. L. Jochem, director of engineering; Jay Blakesley, Robert Maki, Urlin Whitman, John Haerle, Robert Ware, Stan Whitman, Ken Neubrecht, Richard Spruill and Wayne Marcy.

General Electric Co.

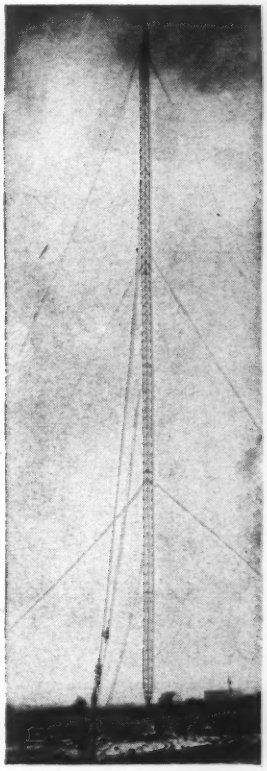
THE General Electric Co. exhibit, to be held in Space 23, will feature among new products a 2,000-mc microwave tv relay system, described as "a unique approach to tv microwave communication." The "new and compact unit" weighs less than 200 lbs. and is said to combine for the first time outputs of separate aural and visual transmitters into a common antenna.

GE also will have on display its model GE-BC-16-A automatic program control sytstem, which automatically handles switching necessary to program films, slides, network and audio tape. Utilizing a 60-ft. punched ribbon, the unit can handle all program operation of am, fm or tv stations for a 24-hour period. Other new products: color automatic gain control amplifier, which automatically compensates for variations in densities of film and slide color commercials; limiting amplifier designed to permit a substantial increase in average program level without danger of any audio peaks exceeding pre-

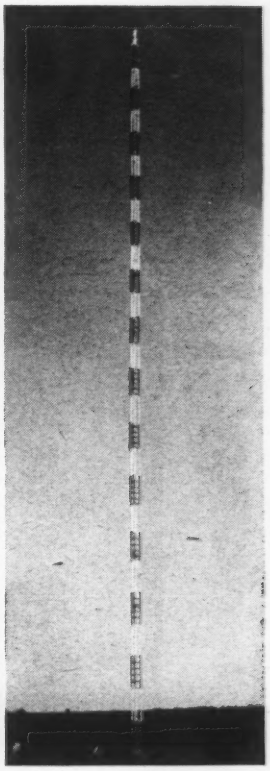
for peak performance ... in all weather



KTBS-TV, Shreveport, La.
1153 feet tall

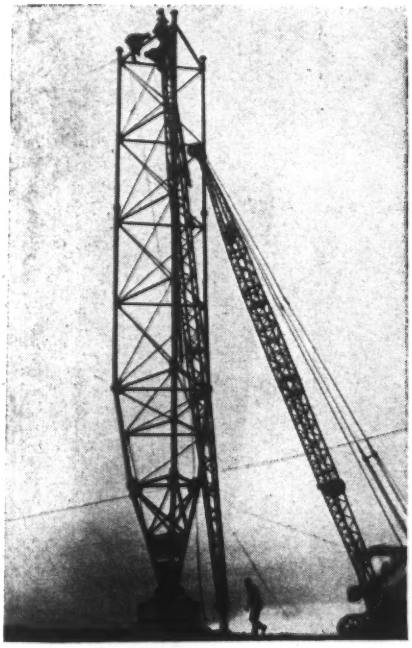


WFMJ-TV, Youngstown, Ohio
1015 feet tall



WBAP-TV, Fort Worth, Texas
1113 feet tall

TRUST TRUSCON'S TALL TOWERS



Construction close-up on new 1282-foot Truscon Triangular Guyed Tower for WWTV in Cadillac, Mich.

"Neither snow nor rain nor heat nor gloom of night . . ."

This part of the inscription on New York's main post office might have been written about Truscon® Towers. And we might add, "nor wind . . ."

It's a fact, when you specify Truscon you get more than a tower of steel. You get dependability—peak performance *proved* under all weather conditions. You can trust Truscon's tall towers. They go up to stay.

Whatever your tower requirements—any height—guyed or self supporting—tapered or uniform—for AM, FM, TV or Microwave—Truscon has the experience, skill and facilities to design and build the tower you need, *right,* from the ground up.

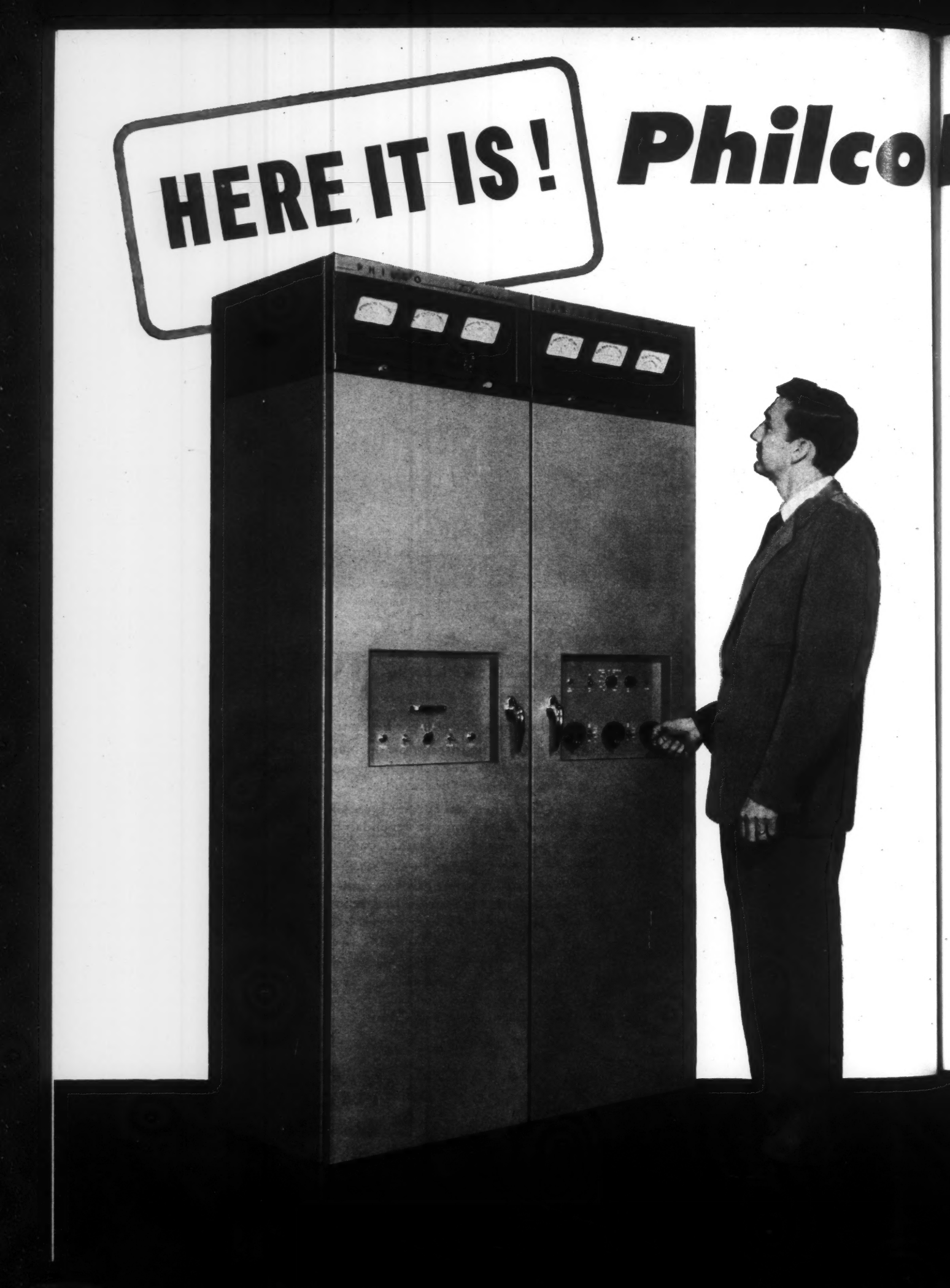
For complete information on Truscon Steel Towers, phone or write any Truscon district office. Or call us direct at "tower headquarters" in Youngstown.

TRUSCON®

TRUSCON STEEL DIVISION
REPUBLIC STEEL

1074 ALBERT STREET • YOUNGSTOWN 1, OHIO
Export Dept.: Chrysler Bldg., New York 17, N. Y.

A NAME YOU CAN BUILD ON

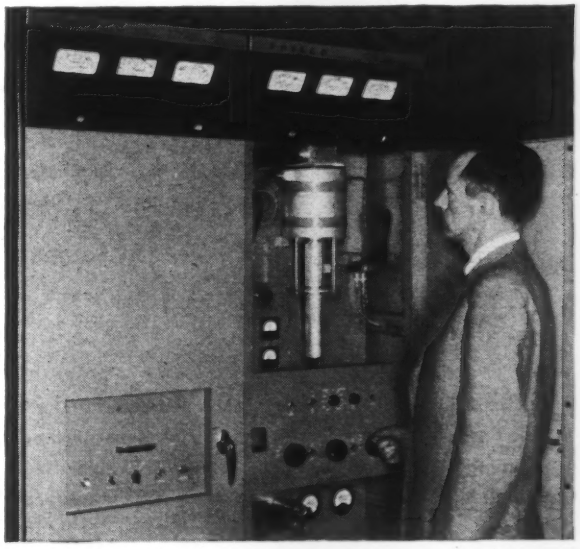

HERE IT IS!
Philco

Low-Power TV Broadcast Transmitter

THE perfect answer to the recent FCC ruling which permits low-power operation of TV broadcast stations. This tested and proved Philco transmitter incorporates advanced design circuitry. A crystal controlled exciter feeds picture and sound outputs to a 20-watt linear amplifier which, in turn, drives a final power amplifier : : : *150 watts peak output visual and 75 watts aural!*

Complete Low-Cost TV Station "Package"
This new transmitter is the "heart" of Philco's compact, economical TV station package . . . including film and live pickup cameras, switching and monitoring facilities. And . . . Philco also offers an *entirely new Microwave* for relaying programs from remote sources ! Write Dept. BT for complete information : : : or better yet, talk to us at NARTB.

- ★ **Exciter utilizes conventional receiving tubes.**
- ★ **150 watts visual . . . 75 watts aural.**
- ★ **Compact . . . occupies minimum floor space.**
- ★ **Economical to operate.**
- ★ **Available for VHF and UHF channels.**



See Philco Low-Power TV Broadcast Equipment at NARTB

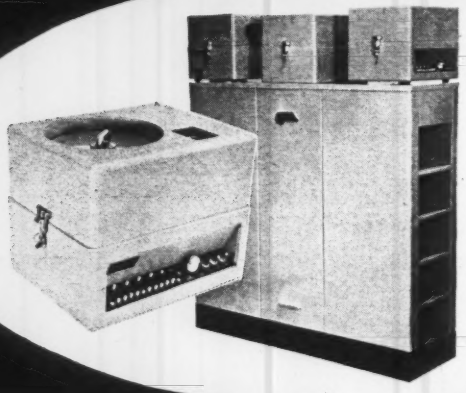
PHILCO CORPORATION

Government and Industrial Division

Philadelphia 44, Pennsylvania

In Canada: Philco Corporation of Canada Ltd., Don Mills, Ontario • In Europe: Philco Corporation, Paris, France.

The NEW SARKES TARZIAN *50-Slide Automatic and 100-Slide Automatic* SLIDE PROJECTOR



You can program your entire slide needs in advance—for the entire day—with the new Tarzian 100-Slide PROJECTOR. Field-tested for more than a quarter million slide changes under all conditions. Requires little, or no, maintenance, and carries full year guarantee.

FEATURES

- 100-Slide Capacity
- Individual Selection of Any Slide, Any Time
- Holds Any Type 2 x 2 (35 mm.) Slide
- Automatic Indexing
- Smooth Optical Dissolve Between Slides
- Self-Contained Pedestal
- Requires No Oiling
- Small Floor Space Requirement
- Provision for Presetting
- Broadcast Ruggedness
- Easy to Load
- Extremely Flexible to Use

The Tarzian Projector allows optical dissolve between slides and holds any type of slide mount, including cardboard, glass and metal-mounted slides. Slides are automatically indexed and can't slip or turn.

High slide capacity and selectability feature—which permits selection of any slide, at any time—eliminates need for duplicates. All station ID's and trouble slides can be permanently mounted and be made instantly available. Spare drums can be used for slide storage, providing dust-free compartments and convenience in cataloguing. Pedestal provided with dual drum automatic slide projector provides storage space for 10 drums.

Write or call for further information:

Sarkes Tarzian, Inc.
BROADCAST EQUIPMENT DIVISION
Bloomington, Indiana
Telephone: 7251

GE broadcast engineers test new 2,000-mc television microwave system.

determined levels, and new version of a multiplexer.

GE also will maintain a hospitality room.

In addition to many engineering and sales people, GE will have the following executives on hand for the convention:

William J. Morlock, general manager, Technical Products Dept.; Paul L. Chamberlain, general manager, Broadcast Equipment; Frank P. Barnes; Charles J. Simon; Alfred F. Wild; C. Graydon Lloyd; C. Wesley Michaels; Wells R. Chapin; M. Roy Duncan, and Roy D. Jordan.

General Precision Lab

IMPROVED, restyled tv equipment with special demonstrations of its 3-Vidicon color film chain will comprise the exhibit of General Precision Lab, which will hold forth in Space 24 and Room 553. GPL also will maintain open house.

Other equipment on display includes the 16-mm and 35mm telecast projectors, image orthicon camera and the vari-focal lens.

GPL representatives in attendance will be Vice Presidents Dr. R. L. Garman and Blair Foulds, and Sales Manager N. M. Marshall.

Other GPL executives on hand will be J. W. Belcher, W. E. Smith, A. G. Balletta, R. H. Johnston, E. J. Manzo, R. K. Hunsicker, A. F. Brundage, G. Q. Herrick, L. L. Pourciau and Dr. F. N. Gillette.

General Radio Co.

A NEW tv monitor for both color and monochrome, claimed to incorporate the features and functions heretofore contained in two monitors, will be the highlight of General Radio's exhibit (Space 1).

Features of the new transmitter monitor (Type 1184A): It permits tests for continuous monitoring and performance, allows new measurements for transmitter adjustments and safeguards against obsolescence as well as audio and video frequency and otherwise fulfills FCC monitoring requirements. The new monitor is described as a fresh approach to instrumentation.

Personnel: C. A. Cady, development engineer; Joseph Belcher, servicing engineer; and W. R. Thurston, Robert E. Bard and William M. Ihde, engineers in General's sales and application work.

Harkins & Hershfield

FM MUSICAST system is the name given the Harkins & Hershfield multiplex equipment to be on display in Rooms 613-614. To be shown are the SCT-2 Subcarrier Generator, FME-50 Exciter, amplifiers, speakers, baffles, antennas and other accessories, including a special fm

CLASSIFIED ADS

RADIO

Help Wanted

Can you sell a radio commercial—any commercial? Are you smart enough to pick your own

Programming-Production, Others

Creative, thorough and experienced program director required for one of the midwest's great independent 5000 watt stations. Send work resume, snapshot and tape (if air work is strong). Box [illegible], B•T.

Kansas station in urgent need commercial copywriter. Excellent opportunity for one who wants permanent location work with congenial efficient staff in new studios as modern as tomorrow. Good starting salary. Give complete background first letter. Box [illegible], B•T.

North Carolina 250 Mutual affiliate needs experienced copywriter who can also gather, write local news. Car essential. Air mail complete data, references, starting salary needed, availability. Box [illegible], B•T.

SITUATIO

General manag... petitive ... similar ... Experien... tion ... commensu... ership po... Box [illegible]

Ten years ex... eran. Want ... immediately.

Announcer, D... Married. See... Box [illegible], B•T.

Good voice, no... taught. Will ser...

Yankee yearns t... Box [illegible], B•T.

Announcer — 5½... easy-going deejay...

Immediate opening... in competitive ... plus comm...

Manager-sal... market ... all inclu... erences, ...

Manager, ... experience ... or manage... B•T.

Florida coasta... perienced sale... lent. Ground ... [illegible], B•T.

Experienced sa... pendent in rich... month guarantee... [illegible] per year and up to ... account list. Pote... hard worker. No ... or radio competition. Applicant must ... personal interview. Box [illegible], B•T.

Regional station in south-southwest market has immediate opening for experienced man. This job is worth about $6-7,000 a year to the right party. Guarantee. 15-25%. Box [illegible], B•T.

New station has openings for salesmen. Guarantee and liberal commission. Must be experienced in radio or TV sales. Box [illegible], B•T.

Midwest station operating 24 hours a day needs topflight salesman who, over long haul, is capable of earning more than general manager. $100.00 per week guarantee, 15% commission above guarantee. Should earn in excess of $7,000.00 first year, $9,000.00 second year. No ceiling except as imposed by time and ability. Heavy drinkers and floaters need not apply. Give full details first letter. Box [illegible], B•T.

250w network affiliate southeastern Massachusetts. Salary, commission and mileage allowance. Good opportunity for aggressive young man. Box [illegible], B•T.

RADIO

Help Wanted—(Cont'd)

Immediate opening in fast growing Virginia town and news, wants inde-experienced, responsible straight announcer with first ticket (also without ticket apply), enthusiastic delivery, know Gates operation. Excellent salary, conditions, permanent. Air mail tape, photo and information to vote a great amount of his time to selling. The amount of compensation is open, because we are

Announcer-salesman. Good voice, desire to sell. Experience not necessary. Prefer southerner. Salary, commission, expenses. Personal interview. The man we seek is a hard working, "idea man." He will supervise a small sales staff, and will

Wanted: Staff announcer with ... gather and write local ... hours. Contact ...

Have tower ...will travel!

contact: TOWER CONSTRUCTION CO. Sioux City, Iowa

tower fabricators and erectors the world over

... equipment. Must ... man and good general ... starting pay with regular increases ... C. B•T.

... engineer with first phone ticket ..., prefer single man with auto... to work short hours and good ... wait independent daytime station. ... B•T.

Chief engineer—experienced in remote control transmitter. 5 kw southeastern station. Send resume and salary expected. [illegible], B•T.

Nebraska daytimer has opening for chief engineer, with emphasis on announcing. Only good-clean, experienced fellows need apply. Will pay up to $400.00 a month for the right man. Box [illegible], B•T.

Chief-engineer-announcer — new — beautifully equipped 1000 watt daytimer—top position, pay vacation, working conditions—progressive, sound and solvent station—we'll wait for good man. ... rience. Opening due to promotion. Send full resume in first letter to Manager.

Chief engineer — some announcing if possible. station's top local active and potential list of calls. Include salary and references.

Opening for experienced chief engineer-announcer accounts. Weekly guarantee, 15% commission above guarantee. This is a $13,000.00 and up position. Michigan's second and most prosperous market. Ability more important than long experience.

TELEVISION

New station on Channel ... has openings for men or women in continuity. good community man who wants to make Dei... wein, Iowa, a permanent home. Send tape, photo.

Situations Wanted

Announcers

Woman commentator. 4 years N.Y.C. experience, interested in job commentating and/or woman's director of tv station. Coast, southeast, southwest. Box [illegible], B•T.

TV student—N... any job in television field. Coll... business administration. ... W. 26th St., New ...

...iate. First phone. ...ars electronic field.

...power vhf, desires ...gineer. Have con... on maintenance. ...Mont. Box-[illegible]

...32, grad radio ... Cap. 233 Cook

...who can han... independent, ...day shift only. ...cing. Salary ...owa.

... Guarantee ... photo, ref... California.

...ing experi... ...d market ...as.

...oking for ...ht man. ...Manag...

...ressive, ...s com... ...s pro... ...station

...fulltime regional ...letter including experi... ...on and salary requirements. Box ...

Top-flight morning man for radio who would like to do an afternoon show on a full power NBC-TV affiliate. Immediate opening. Salary limited only by ability to produce. Send pic, tape, full history and salary requirements to Box [illegible], B•T.

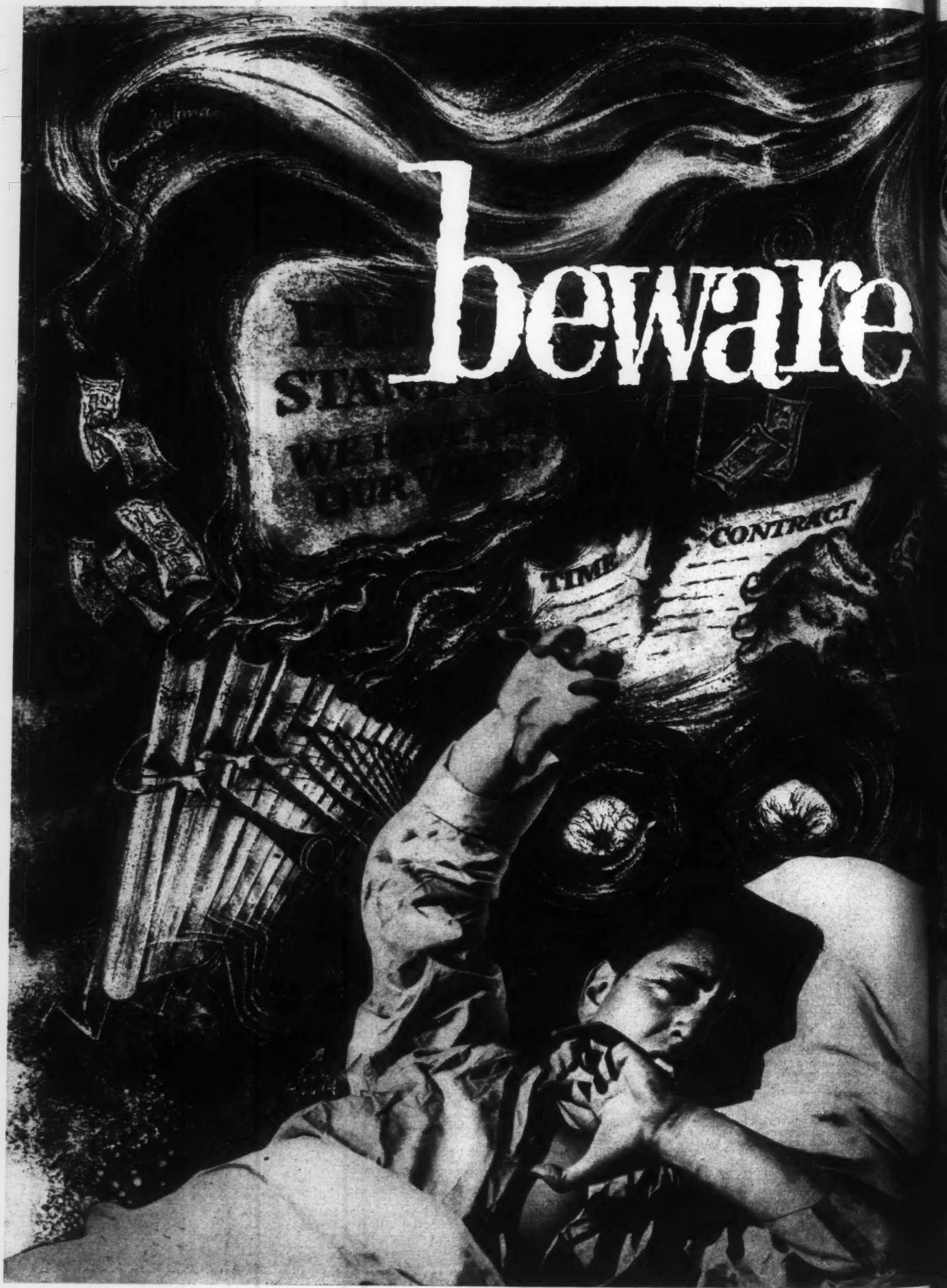
Southern California's finest community outstanding in climate and culture. Kilowatt affiliate needs exceptional announcer with first ticket. Must have good voice, experience and persuasive sell. Send resume, snapshot and tape which will be returned. Box [illegible], B•T.

DJ for combo operation. Must have expert knowledge of popular music field and be topnotch air salesman. Should have more than passing interest in news, community services. Excellent opportunity for man with ideas who concentrates on work rather than clock watching. No beginners; no floaters, no politicians considered. Work with most congenial, mature staff. Finest new equipment in studios as modern as tomorrow. Midwest. Give full story in first letter which will be treated confidentially. Box [illegible], B•T.

Morning personality for established am in growing Michigan market. If you can sell on the air and keep sponsors happy let us know about your background and experience. Send tape and photo. Box [illegible], B•T.

Aggressive five kilowatt independent expanding. Will hire top announcers. . . tv in future . . . we start $80.00 . . . rest is up to you. Tape and qual... music, do a telephone show, make and keep an audience? Do you want to work? We want a

Topflight announcer-operator for station where quality and production important. Up to $80 for right man. Opportunity for additional income in sales if desired. Don't apply unless experienced and versatile. Send tape and details immediately. small-medium market looking for good manage...


beware
CONTRACT

Should a component failure cause down time on TV transmitting equipment, stations utilizing

S-E TRANSMITTING EQUIPMENT WITH EXCLUSIVE PATCHOVER

can return to the air more quickly and prevent the nightmare of complaint calls from sponsors, agencies, viewers . . . minimize loss of station revenue!

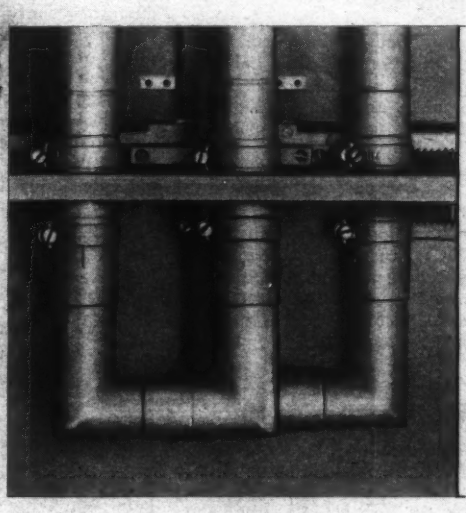
of the telecasting dts*

**down time on transmitting equipment*

The unique Patchover System incorporated in Standard Electronics transmitting equipment enables stations to re-route RF signal the moment an amplifier fails. This system is based on identical impedances at the input and output of S-E amplifiers. The inoperative amplifier can be immediately patched out and the remaining transmitting equipment then connected to the antenna for temporary reduced power operation . . . all in a matter of seconds! Thus, telecasting can continue while amplifier maintenance is performed.

With this system, a station can also utilize an S-E Driver for full power standby service . . . eliminating the need for a costly transmitter line-up solely for standby! And the savings that result from the first time you might be called upon to use Patchover . . . **may more than offset the cost of the entire transmitter!**

There is less likelihood of transmitting failures with superbly engineered Standard Electronics transmitters and amplifiers. Will **you** be prepared should failure occur with your present equipment? Insure your operation against costly air time loss . . . with Standard Electronics Transmitting Equipment—featuring exclusive Patchover. Complete details on request.



HOW PATCHOVER WORKS

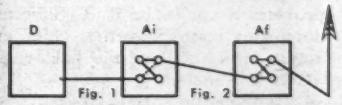
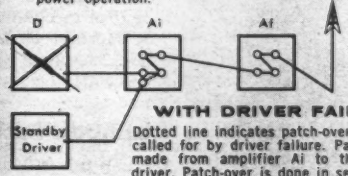


Fig. 1 Fig. 2

WITH AMPLIFIER FAILURE

Dotted line in Fig. 1 shows patch-out of inoperative amplifier Ai. Similar procedure shown in Fig. 2 applies if failure occurs with amplifier Af. The entire diagram shows patch-out procedure in the event both amplifiers should fail; driver is connected to antenna for reduced power operation.



WITH DRIVER FAILURE

Dotted line indicates patch-over procedure called for by driver failure. Patch-over is made from amplifier Ai to the standby driver. Patch-over is done in seconds . . . requires just a screw driver!

standard electronics corporation

A SUBSIDIARY OF DYNAMICS CORPORATION OF AMERICA, INC.

VHF TV Transmitters	high band	500 W	10 KW	25 KW	50 KW
	low band	500 W	10 KW	25 KW	50 KW
VHF TV Amplifiers	high band		10 KW	25 KW	50 KW
	low band		10 KW	25 KW	50 KW

285-289 EMMETT STREET
NEWARK 5, NEW JERSEY

Musicast receiver. This equipment is sold through Schafer Custom Engineering, which will occupy the same suite. On hand will be Dwight Harkins and Walton N. Hershfield.

Harrison Labs

HARRISON LABS will show in the exhibit hall (No. 30) a line of power supplies and transmitter amplifiers for television and an aperture equalizer.

Personnel: C. W. Harrison, president; A. M. Darbie, engineer, and G. C. Harrison, secretary-treasurer.

Harwald Co.

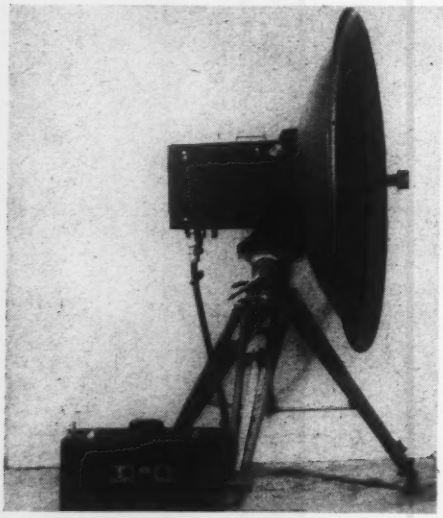
BEING introduced for the first time is Harwald Co.'s Splice-O-Film automatic splicer. This splicer meets the rigid requirements of television stations and provides a splice of very low visibility. Also to be shown is the improved Inspect-O-Film Editor and the new 16mm Movimatic sound projector which holds an endless reel of 16mm sound film and projects a large, brilliant picture on a screen larger than a 27-in. tv set. The Movimatic uses the cabinet of the Admatic slide projector, suitable for use in lobbies and other public places. Also to be shown are discabinets, film racks, film shipping cases and chemical film conditioner. Representing the photo visual manufacturer will be Robert Grunwald, president; Robert Menary, sales manager, and Richard Wallace, technical director. Space 16-A; exhibit, Room 603.

Houston-Fearless

HOUSTON-FEARLESS Div., Color Corp. of America, is not exhibiting on its own, but its equipment—automatic film processing machines, camera pedestals, dollies, cranes, tripods, and microwave mounting gear—will be on display with leading manufacturers, such as RCA, Philco, General Electric, and others. Representatives of the company will be in Room 1433A.

Hughey & Phillips Inc.

OBSTRUCTION lighting equipment by Hughey & Phillips Inc. will be in Room 549 and will include a demonstration of a remote lamp failure indicator system which provides a continuous and positive means of monitoring lamp conditions. Also on demonstration will be tower light control and alarm units for unattended microwave relay stations, combination photoelectric control and beacon flasher unit, beacons, obstruction lights and various control units. In attendance will be J. H. Ganzenhuber, vice president and general manager; H. J. Geist, W. L. Hotz, R. L. Lang, M. J. Cudahy, sales representatives.



LAMBDA-PACIFIC Engineering will show this new 0.1 w Microwave Link for color.

Kay Lab

FEATURE of the Kay Lab display this year will be a full remote control operation designed for low-cost, low-power tv stations. A complete line of studio equipment for a one-man operation has been developed, including a new vidicon camera described as having extreme sensitivity and full remote control. The master-control operator can pan or tilt camera, focus and operate the three-lens turret.

Kay Lab also will display new portable vidicon field equipment as well as new studio vidicon camera with five-inch viewfinder, four-lens turret and side-handle focus. A complete studio will be operated. Representing Kay Lab will be R. T. Silberman, vice president; Dick Langworthy, chief engineer, and Garry Gramman of the field engineering department. Space 20.

NEW five-inch view-finder studio camera with four-lens turret will be shown by Kay Lab. Camera has rear turret control with side-handle focus.

Kliegl Bros.

KLIEGL BROS. will show a complete line of tv studio lighting equipment for both black-and-white and color telecasting. Also Saf-Patch and Rotolector switching systems and dimmer control mechanisms. Kliegl will be represented by Herbert R. More, Samuel V. Keyian, Jack Higgins, Paul Bowers and Joel E. Rubin. Space 21.

Lambda-Pacific Engineering Inc.

NEW 0.1 w Microwave Link for color will be displayed by Lambda-Pacific Engineering Inc. It is a companion to the 1.0 w Lambda Link and is convertible to 1.0 w. Its frequency ranges from 5.9 to 7.2 kmc and is available with program channel. The unit is so new that printed literature is not available. Space 27.

Magne-Tronics Inc.

MAGNE-TRONICS Inc., tape-recorded background music program service for fm multiplex or land line transmission to business and industry on a subscription basis, will offer a demonstration of its Motivational Music in Room 615. A special highlight of the exhibit will be an actual demonstration of multiplex transmission on a closed circuit basis. Programs will originate in the exhibit, be transmitted over a multiplex channel and be picked up in the same location via a multiplex receiver.

Multiplex Development & Multiplex Services Corp.

MULTIPLEX Development & Multiplex Services Corp. will demonstrate for the first time (Suite 657) actual production models of receiving and transmitting equipment for multiplexing. Demonstrations of multiplexing will be given using transmitter installed in the hotel. Full information will be provided on actual field operations of stations using multiplex equipment and data given on methods of conversion and other aspects of multiplexing.

Personnel: William S. Halstead, president; Gordon B. Halstead, general manager; Benjamin C. Lord, chief engineer.

Nems-Clarke Inc.

FEATURING the Nems-Clarke display in Rooms 542A-544A will be a new telesync unit taking the sync voltage from rebroadcasting receiver, reshaping it and generating driving voltage for camera chain. It takes the place of a sync generator in low-cost installations. The price is $650. Other items in the display will be field intensity meters, phase monitors, tv rebroadcast receivers, and video jacks and plugs. Attending the convention are Raymond Rosenberg, K. B. Redding and Edward Swansen.

Phelps Dodge Co.

PHELPS DODGE Co. will exhibit syroflex coaxial cables. Room 539A.

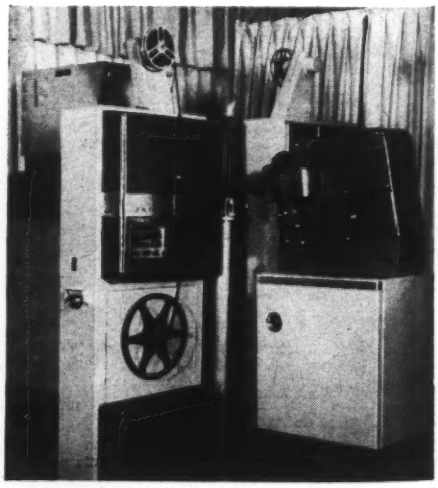
Personnel: F. W. Lemley, sales manager; John Lynch, electronic engineer, and George Yates, Chicago district manager.

Philco Corp.

PHILCO will highlight its new low power tv broadcasting equipment with program originating facilities, which can be operated by one man. It consists of a crystal modulator unit, an intermediate amplifier of 20 w and a final amplifier providing 150 w peak power.

Philco also will exhibit multihop microwave relay equipment, tv studio CineScanner film systems with associated video switching facilities and portable microwave relay equipment. Space 14.

Representing Philco will be J. D. McLean,



PHILCO's CineScanner light source and monitor (l), 16mm film transports and dual slide changer.

Lightest

4 channel remote amplifier on the market

COLLINS NEW TRANSISTORIZED 212Z-1

Weighs only 22 pounds in carrying case with batteries

Now, a transistorized remote amplifier lighter and more convenient than any other 4-channel remote you have ever used. Collins 212Z-1 weighs only 22 pounds including carrying case and batteries, is no bigger than a portable typewriter and just as easy to carry and set up. It has all the outstanding qualities of its predecessor, Collins 12Z, plus many new features.

OUTSTANDING FEATURES:

- Four High Level Channels
- Printed Circuits
- Completely Transistorized
- Both 115 VAC and battery power source
- Automatic power changeover
- Self-contained batteries with minimum 75-hour life
- Maximum gain—90 db
- Tone oscillator for line-level setup
- Auxiliary output for PA feed
- High quality step type faders
- Matches all standard mike impedances from 30-600 ohms
- Compact, streamlined Royalite case with room for power cord
- All terminals and jacks readily accessible

Collins LEADER IN BROADCAST EQUIPMENT

COLLINS

See the latest Collins Broadcast developments at Booth #28, N.A.R.T.B. Convention, Chicago, April 15-19.

COLLINS RADIO COMPANY, Cedar Rapids, Iowa • 261 Madison Avenue, New York 16 • 1200—18th Street N. W. Washington, D. C. • 1930 Hi-Line Drive, Dallas 2 • 2700 W. Olive Avenue, Burbank 1318—4th Avenue, Seattle • 215 Petroleum Building, Tallahassee • Dogwood Road, Fountain City, Knoxville.

Lot's to See at

TARC

ROOM NO. 553A

NARTB CONVENTION

CHICAGO • APRIL 16-19

•

COLOR

AND MONOCHROME

•

TV BROADCAST

AND TEST EQUIPMENT

TARC products now in use by networks and stations across the nation.

For the best in hue...

TARC ELECTRONICS, INC.

48 URBAN AVENUE • WESTBURY, N. Y.

vice president-general manager, M. A. Williams, general sales manager, G. A. Hagerty, F. F. Bartlett, K. C. Moritz, W. F. Tait, J. R. McKenna, F. Langstroth, D. B. McKey, G. L. Ashby, J. S. Bedner, M. D. Borks, L. J. Boss, J. L. Herre, J. J. Johnston, L. Kendall, M. H. McLaughlin, W. D. Myers, B. M. Stol, C. M. Volkland.

S. C. Spielman, J. B. Williams, J. Colocousis, T. S. Dix, A. D. Emurian, H. P. Ford, H. A. Millett, F. H. Nelson, K. E. Walker, J. R. Henhoeffer, J. H. Roth, C. L. Jensen.

A. Pollack, H. Hockheimer, J. Dershimer, W. B. Nielsen, C. A. Barker, T. A. Dorsay, C. M. Haas, J. B. Patterson, O. I. Thompson, K. E. Brigham, M. L. Gaskill, T. A. Patterson.

Prodelin Inc.

A COMPLETE low-power tv antenna line will be shown by Prodelin. Related equipment is included. Attending will be L. A. Bondon, president, and J. F. Cosgrove, sales manager. Room 609.

Raytheon Manufacturing Co.

AN OPERATING KTR-1000A (R), transmitter with remote alarm panel (Model 3-270), being shown for the first time, will highlight Raytheon Manufacturing Co.'s exhibit. Also shown by Raytheon will be microwave audio channel (Model TMA-75), and automatic carrier interrupter units (Models 3-110 and 3-176).

Raytheon will be represented by D. J. Webster, A. E. Keleher Jr., E. Alpert, J. J. Sedik, W. P. Sharpe Jr., P. J. Pontecorvo, S. Topol, W. E. Marcley and W. H. Bickford. Space 10.

RCA Broadcast & Tv Equipment Dept.

RCA will make the first public showing of a number of new types of equipment featuring small size, greater efficiency and economical operation. RCA exhibits will be found in Space 15, Rooms 602A, 604A, 605A, 607A, 600, 601, 602.

New color developments will be dramatized and latest studio equipment will be shown, according to A. R. Hopkins, manager, RCA Broadcast & Tv Equipment Dept. Two new transmitters for radio broadcasters will be displayed and a color studio will be in continuous operation for origination of live studio presentations and motion picture films and slides.

A simple optical color filter which converts RCA 3-Vidicon film camera system for use with 35 mm Lenticular film will be shown. The black-and-white film can be used to record and project color pictures, reducing processing time for color kinescope recording to less than three hours and saving up to $1,200 an hour. Lenticular film contains myriads of lenses or imprinted dots providing varying color intensity. The optical system enables the 3-Vidicon camera to reproduce standard 35mm color monochrome for Lenticular film interspliced in any combination.

Other RCA items to be shown for the first time:

Low-cost 6 kw low-band TT6AL transmitter, using much less floor space. It is one of a new series of low-band vhf tv transmitters ranging from the TT2BL 2 kw transmitter to the TT25CL 25 kw transmitter. These will be available this year.

Complete 50 kw am ampliphase transmitter using only four standard cubicles or half the usual space for 40 kw equipment. Provision is made for remote control.

One kw am transmitter BTA1MX designed for maximum economy in initial cost, operation and maintenance, with half the normal tube complement and adaptability for remote control as well as hi-level modulation for optimum low distortion of audio.

Three new audio consolettes for radio and tv studios, all using etched-wiring amplifiers plus other features.

RCA's new midget power supply unit WP-15 for use with tv studio equipment, scheduled for commercial availability in May. It requires only 10½ inches of rack space, with up to 70% cut in tube and space needs.

A small transistorized ac or battery-operated portable remote amplifier BN6A, a four-channel type weighing 10 pounds.

A TK41 live color camera chain will be set up in a studio. A complete operative 3-Vidicon color film camera system will be shown as will an extension lens system which enables camera chains to produce live color commercials. Other color equipment includes a projector operating through a periscope.

Three-speed turntables, tape recorders and antenna gear will be shown.

RCA representatives will be headed by Arthur L. Malcorney, general manager, RCA Commercial Electronic Products; Dr. James Hillier, chief engineer, commercial electronic products, and Mr. Hopkins. Other executives of the broadcast-tv department will be E. N. Luddy, manager of transmitter equipment sales; J. P. Taylor, advertising manager; E. C. Tracy, broadcast sales manager; M. A. Trainer, broadcast system administrator; V. E. Trouant, chief engineer, and W. B. Varnum, manager, studio equipment sales. RCA broadcast field sales representatives will attend.

Rust Industrial Co.

FIVE new products to be shown by Rust Industrial Co. include an output switching unit, push button adapter, automatic meter sampler, remote control phase monitor (new model) and tube cooling delay unit. Other Rust products on display will be the remote control tv lighting panel, temperature indicating unit, and "24," "10" and "4" function remote control systems for transmitters, plus accessories.

The output switching unit is a motorized cam-operated device controlled by a "raise-lower" switch, used with RF contractor(s) to switch patterns, towers or transmitters. Operating cycle, two seconds. The push button adapter is for use at the transmitter with a remote control system to operate contractors wired for a normal push button station. The automatic meter sampler has a continuously running clock motor and cam to selectively switch one meter position to "off, 1, 2, 3, 4, 5 and repeat." Total cycle, 30 seconds, with approximately two seconds between readings.

Rust will be represented by President-General Manager William F. Rust and Broadcasting Sales Manager Donald G. Inman. Room 533.

Paul Schafer Custom Engineering

REMOTE control apparatus is the feature of the Paul Schafer Custom Engineering exhibit in Rooms 613-614, Conrad Hilton Hotel. To be shown is the new Model 400-R, which provides 24 metering circuits and 40 control circuits, contains all plug-in relays and built-in telephones. System operates up to 100 miles, and is declared to be adequate to control any am, fm, directional, low or high power transmitters. Also to be shown are components, including relay, plate voltage, line voltage, primary circuit breaker, antenna current and filament voltage units. Paul Schafer Custom Engineering is also sales representative for Harkins & Hershfield multiplex equipment for fm stations.

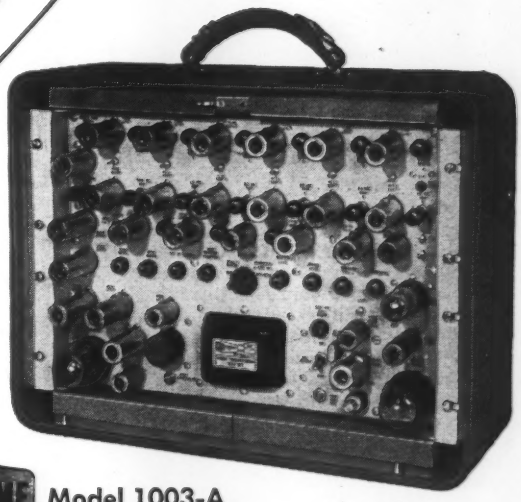
Standard Electronics Corp.

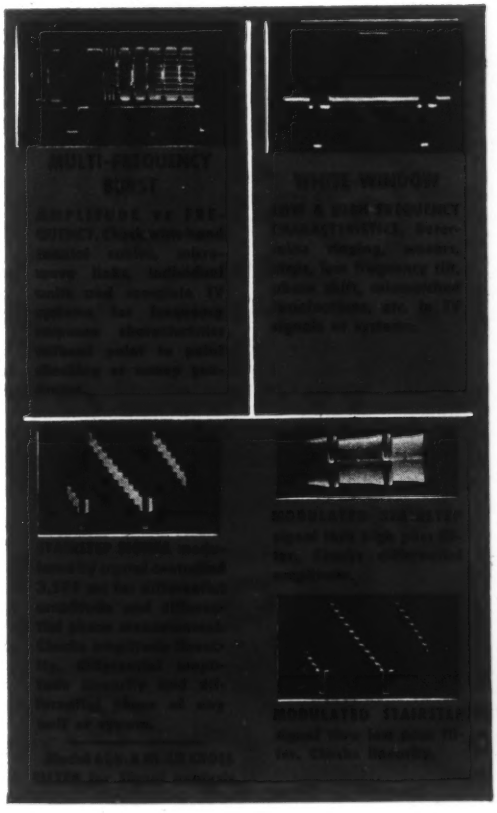
STANDARD ELECTRONICS Corp. will show its two new transmitters, 25 kw Model TL-634 (for chs. 2-6) and 50 kw Model AH-654-2 (for

HE CAN CHECK VIDEO ANYWHERE

HE HAS A NEW VIDEO TRANSMISSION TEST SET

The Original Full Rack and the Portable Unit Produce the same Precise Test Signals.





TELECHROME **Model 1003-A**

Video Transmission Test Signal Generator

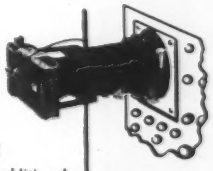
*** Completely self contained * Portable * Multi-frequency burst * Stair-step * Modulated stairstep * White window * Composite sync * Regulated power supply.**

Now, Telechrome Video Transmission Test Equipment is available as a *completely portable* 12¼" standard rack mounting unit.

Everyday these Test Signals generated by Telechrome equipment, are transmitted Coast-to-Coast by NBC, CBS, ABC, the Bell System, Canadian Bell and leading independent TV stations throughout the U. S. and Canada. Hundreds of network affiliated TV stations and telephone TV centers thus check incoming video signals.

The compact, inexpensive, portable Model 1003-A is all that is required to generate signals for local and remote performance checking of your entire video, cable, or micro-wave facilities.

1521-A OSCILLOSCOPE CAMERA—Polaroid type for instantaneous 1 to 1 ratio photo-recording from any 5" oscilloscope.



DELIVERY 30 DAYS

Literature on these and more than 150 additional instruments for color TV by TELECHROME are available on request.

TELECHROME INCORPORATED

The Nation's Leading Supplier of Color TV Equipment
88 Merrick Road Amityville, N. Y.
AMityville 4-4446

BOOTH #12 NARTB CONVENTION—CONRAD HILTON HOTEL

chs. 7-13). Features of the 25 kw transmitter are a built-in patchover system, full view tempered glass doors, built-in power supplies and blowers for each amplifier stage, and self-contained cabinets. The 50 kw transmitter provides a space saving of 50% over other models, the company reports.

William H. Zillger, vice president; Harry R. Smith, manager of engineering; William H. Rappolt, manager of customer service, and Stanley L. Chaikind, manager of marketing, will head a staff of engineers who will be available for assistance and recommendations concerning tv transmission problems. Space 2.

Tarc Electronics Inc.

TARC ELECTRONICS Inc. will feature its "tune-up-for-color" campaign by showing the following "forward design" items:

Color scope (Model TE 6,000) is a 10-function studio test instrument which evaluates incoming color signals. Stabilizing amplifier (Model SA 7410) functions as a clamp amplifier for color and as a stabilizing amplifier for monochrome. Chroma-video distribution amplifier (Model DA 7126) is a four channel unit; low power drain, differential phase distortion approximately .25 degrees for 1 V Pp input. Model 7130 is a five channel version of the DA 7126.

Pulse distribution amplifier (Model 7190) provides six individual stages of 75 Omega source impedance lines at bridging impedance. Power supply (Model PS 1536) is 750 ma and (Model PS 1540) is 1,500 ma. Both are only 5¼ inches high with precise electronic voltage regulation, low ripple, metering facilities and germanium rectifiers for long life and stability. Video test generator (Model TE 6120) is a multi-function studio instrument, including square wave generator, composite video stair-step generator and internally generated calibrated phaseable 3.58 mc composite signal generator. Room 553A.

Sarkes Tarzian Inc.

REFINEMENTS and improvements in its slide projector will be shown by Sarkes Tarzian Inc., along with a complete line of tv broadcast equipment, including new 200 w vhf transmitter, image orthicon camera and portable and long-range microwave equipment.

Fully automatic slide projector has a number of fresh features from last year's model, including addition of a slide holder and provision for optical dissolves between any of 100 slides, all designed for pre-program planning and permanency of station IDs. Slides (glass, cardboard or metal mounted) are automatically indexed, permitting the operator to flick any at will. With the accessory panel, commercials and IDs may be pre-arranged for a whole day's programming.

The 200 w transmitter is designed for satellite or low-power operation and, with addition of extra rack and amplifier, the station could reach 1 kw power. Among other items are relay and switching equipment, vidicon camera for studio or remote use, tv audio equipment with monitor and limiter amplifiers in a self-contained unit and film chain with 16 mm film and slide projectors and camera control console.

Personnel: Biagio Presti, sales manager; Tom Tervoe and Leonard Gary, salesmen; Wendell Fuller, chief engineer; John Guthrie, assistant chief engineer; Gene Keith, Melvin Jones, Gus Abbott and Bill Norris, engineers; Don Meadows, commercial manager, and Mort Weigel, production manager. Space 3.

Telechrome Inc.

TELECHROME will show several of its latest developments with extended applications in the fields of color tv, video transmission facilities testing and telemetering.

Model 1003-A is a video transmission test signal generator, portable and standard rack mounting unit which produces multi-frequency burst, stairstep, modulated stairstep and window signals. It produces composite tv waveforms for measuring amplitude vs. frequency, differential amplitude vs. amplitude, dynamic linearity, differential phase vs. amplitude, high frequency transient response and low frequency phase of streaking.

A $400 color tv receiver, Model 311-BR, features a 22-in. Lawrence "Chromatron" picture tube, simplified circuits, vertical chassis with construction of monochrome components. A chromatron color monitor, Model 315-A, is said to be unaffected by the earth's magnetic field and features simplified circuitry incorporating no special components.

A portable test unit, Model 1073-A, produces a new type of waveforms for testing any part of all of a tv pulse system for amplitude and phase characteristics. Space 12.

Telemat

TELEMAT, maker of 20-second film clips for building local commercials in the same fashion as ad mats function for newspapers, will screen its new offerings for the 1956-57 season, including color spots. Telemats are convertible to 10-second spots.

Telemat will introduce its new general sales manager, Sid Freeman, who for 20 years was with Frederic W. Ziv Co. and who resigns from Ziv as western spot sales manager to join Telemat April 15. Other Telemat executives to attend the convention include Business Manager Daniel Gertsman, Production Manager Alan Wise and Midwest Sales Representative Bill Ermeling. Suite 539.

TelePrompTer Corp.

TELEPROMPTER CORP., New York, will display a full line of its equipment, including latest cueing equipment, featuring Magic Ring control; TeleMation, studio automation through the TelePrompTer; TelePro, a new rear-screen projection system with complete remote control; TeLights, new, efficient lights and systems, and TelePrompTer Program Communications Network, an actual demonstration showing push-button and automatic equipment for intra-television industry communications.

Also featured will be demonstrations of the TelePrompTer and TeleMation National Live Spot Package.

Manning the exhibit will be Irving B. Kahn, president; Hubert J. Schlafly Jr., vice president in charge of engineering; Herbert W. Hobler, vice president in charge of sales; James Blair, sales service director; Raymond Hagen, special field representative; Ted Boisumeau, manager, midwest division; Joe Kovalchik, chief technician; Trig Lund, Philadelphia representative; Steve Karkula and Frank Emmanuel, engineering staff. Space 25.

Utility Tower Co.

PHOTOGRAPHS, literature and engineering on the newest am, fm, tv and microwave towers will highlight the Utility Tower Co. exhibit. Special emphasis will be placed on the PL-09 plastic tower and actual sections of the most popular types of Utility towers with associated hardware.

The Oklahoma City firm will be represented by C. E. Nelson, V. G. Duvall and Jerry Nelson. Space 30.

PROGRAM SERVICES

Associated Artists Productions Inc.

ASSOCIATED Artists Productions will show film clips from Warner Bros. successes and promotional pieces on Warner Pictures for tv in Room 509A. AAP personnel attending: Bob Rich, general sales manager; Paul Kwartin, vice president, sales promotion; Ken Hyman, executive vice president; Arthur Kalman, vice president, midwest sales; Donald Klauber, vice president, east coast sales; Seymour Abeles, Herman Katz, Lester Tobias and Jeremy Hyman, field representatives; Carol Levine, director of press information; Jean Smith and Fred Hyman, treasurer's office, and Bob Kronenberg, West Coast sales.

Associated Press

ASSOCIATED Press will not have an exhibit, but will maintain headquarters in the Green room of the Blackstone Hotel for visitors.

Personnel: Oliver S. Gramling, assistant general manager; Robert Cavagnaro, and Frank King, general executives, plus regional membership executives Tom Aden, Andy Anderson, Paul Breining, Tom Cunningham, Jerry Gill, Clayton Hickerson, Mark Knight, Bob Lee, Harry Snyder, Frank Stearns, Al Stine, Jerry Swisher, Bill Tobin and Jack Weldon.

Broadcast Music Inc.

BROADCAST MUSIC INC. will show "The BMI Script Story," a display of its many and varied services to broadcasters, and also will show exhibits of original manuscripts of many of the greatest song hits of the past 15 years.

Representing BMI will be Carl Haverlin, president; Sidney M. Kaye, board chairman and general counsel; Glenn Dolberg, vice president, station relations, and Robert J. Burton, vice president in charge of publisher and writer relations. Suite 639A.

Community Club Services

COMMUNITY Club Services Inc., owner of the Community Club Awards sales promotion campaign service, will be in Room 656. John Gilmore, Joseph B. Matthews and Vic Diehm will represent CCS.

Harry S. Goodman Productions

"RADIO Is Better Than Ever" will be the theme of Harry S. Goodman Productions' exhibits. Goodman will audition 15 half-hour programs in the mystery-adventure category and for stations featuring news and music, is introducing custom built station identification spots. Rooms 556A-557A.

Guild Films Co.

GUILD Films Co. will maintain hospitality Suite 656, at the Conrad Hilton where it will distribute literature on all its tv filmed serials.

Personnel: Reub Kaufman, president; John Cole, west coast sales manager; Robert De Vinny, midwest sales representative, and Art Gross, assistant sales manager.

Hollywood Television Service

HOLLYWOOD Television Service, Republic Pictures subsidiary, will screen in Room 550A its current syndicated shows, including *Dr. Fu Manchu, Stryker of Scotland Yard, Commando Cody, Stories of the Century, Frontier Doctor* and *Statue of Liberty* (in cooperation

with U. S. Immigration and Naturalization Service). Details on *Hoodlum Empire*, a new series in production, will also be available.

Hollywood Tv Service executives attending will be Earl Collins, president; Richard G. Yates, vice president; Rex Allen, star of *Frontier Doctor*, and Sam Seplowin, sales representative.

Hygo-Unity

HYGO Television Films Inc.-Unity Television Corp. will have a hospitality suite in Room 524A and 526A. Personnel: Jeromes S. Hyams, president; Robert Seidelman, vice president and general sales manager; Stanley Dudelson, midwestern sales manager; William E. Young; southwest division sales manager; Jerome Wesfeldt, western division sales manager, and Carl Goldstein, salesman, New York.

International News Service

INTERNATIONAL News Service will distribute literature—including copies of INS 1956 baseball handbook. INS delegation to the convention will be headed by Robert H. Reid, tv sales manager, and will include Gene Roguski, managing editor of INS central division headquarters, Chicago; William C. Wilson, sales and business representative, Atlanta; William Peart, Dallas salesman; Richard H. Coyle, Chicago salesman, and Saul Reiss, New York salesman.

Major INS film services for television are Telenews Daily Newsfilm, Telenews Weekly News Review and This Week in Sports. Other products for tv include the facsimile circuit, news wire, film library, and the recently-inaugurated special transparency photo service for smaller tv markets. Rooms 805-806.

Keystone Broadcasting System

KEYSTONE Broadcasting System will feature coverage maps, statistical data and its 1955-56 advertising program in an exhibit in Suite 546A-548A. Representatives attending include Sidney J. Wolf, Noel Rhys, Edwin R. Peterson, Joseph Bayer, Arthur Wolf, E. Richard Peterson Jr., Blanche Stein and Jane C. McFadgen.

Lang-Worth Feature Programs

A NEW commercial spot service titled "Hucksters" will highlight Lang-Worth's presentation of specialized features in Rooms 556, 557 and 560. "Hucksters" comprises more than 400 sales treatments.

Lang-Worth "Shorties," standard and hit tunes averaging 1 min. 45 sec. in length, also will be on display, along with the firm's five-minute "Featurette" series. Lang-Worth's hospitality suite will be in Rooms 1133 and 1134A.

Personnel: C. O. Langlois Sr., president; John D. Langlois, general manager; Winnie O'Keefe, vice president; Hugh S. Allen Jr., Edmond K. Gardiner, Robert Hall and Spence Caldwell.

M & A Alexander Productions

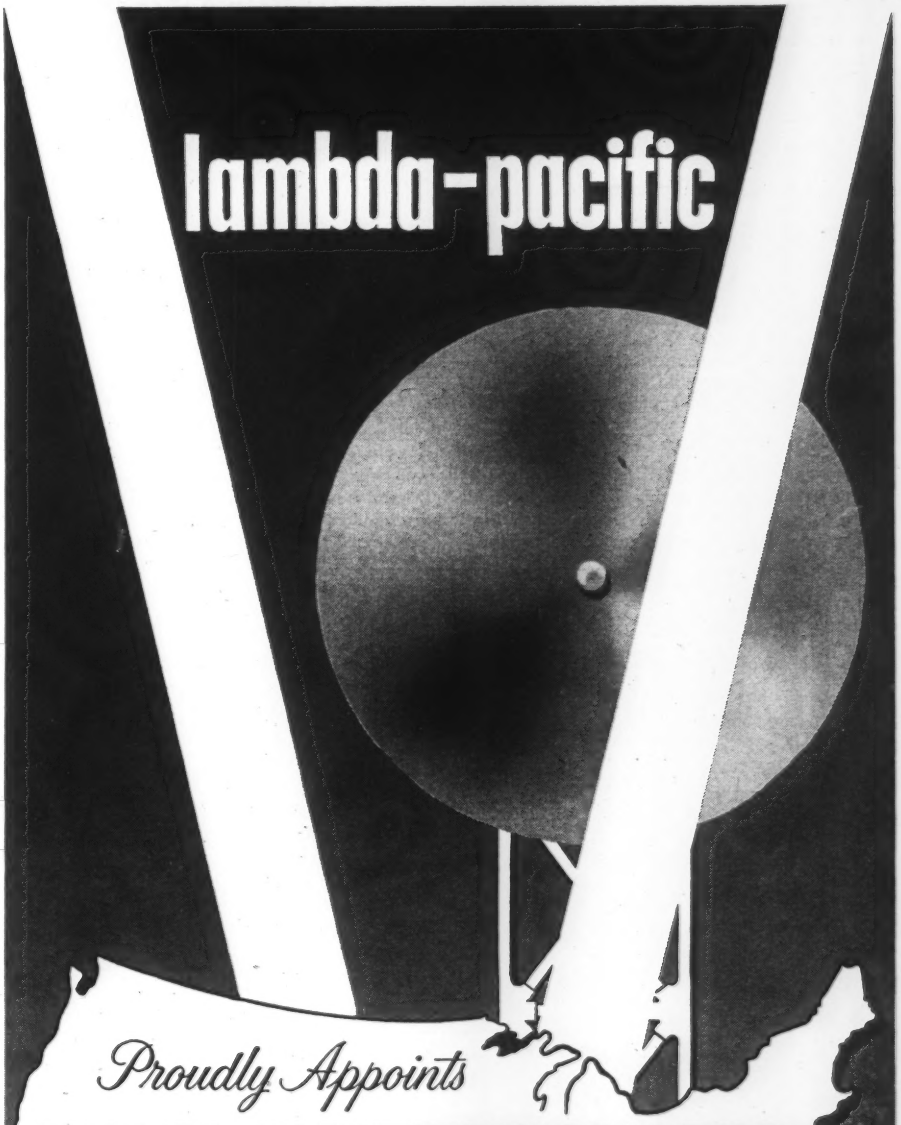
FEATURES and western pictures will highlight the M & A Alexander Productions exhibit, with emphasis on the new "Power Plus Package." Arthur Alexander, Ben Elrod, Arnold Stern and Larry Stern will represent the firm. Suite 535A.

MCA-TV

MCA-TV Film Syndication Div.'s exhibit will cover all the company's shows and services, with the spotlight on new *Rosemary Clooney Show*, in Suite 504A, 505A and 507A.

The second annual MCA-TV cocktail dance

lambda-pacific



Proudly Appoints

VISUAL ELECTRONICS CORP.

NATIONAL DISTRIBUTORS FOR COMPLETE MICROWAVE FACILITIES

Lambda-Pacific, originators of the 1.0 watt Long-Haul 7000 mc Television Microwave Relay for color & sound channel, is justifiably proud of the widespread acceptance its equipment has earned. From the experience of over 100 1.0 watt conversions and over 75 complete new 1.0 watt installations for Television Broadcasters and Telephone Companies, Lambda-Pacific now offers three new Microwave Relays providing facilities for any TV microwave requirement through Visual Electronics Corp.

Long-Haul	1.0 watt	Lambda Link	6-7000 mc
Short-Haul	0.1 watt	Lambda Link	6-7000 mc
Short-Haul	0.1 watt	KU Link	11-13000 mc

Mail Coupon for free literature

VISUAL ELECTRONICS CORP.

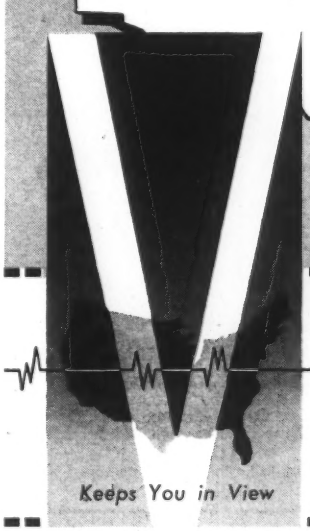
ELEVEN WEST 42ND STREET, NEW YORK, N. Y. (SUITE 2850)

Gentlemen: Please send me complete technical specifications for Lambda-Pacific Microwave Systems.

Name ..... Title .....

Address .....

.....



Keeps You in View

will be held in the Conrad Hilton ballroom from 6 to 8 p.m. April 16. Eddy Howard and his orchestra will play.

A coffee bar will be situated in the MCA-TV suite during the morning hours and cocktails will be featured in the afternoon. Door prizes—one a "grand giveaway"—will be other highlights.

MCA-TV executives attending include Layton Bailey, De Arv Barton, Aaron Beckwith, Howard Berk, Frank Brill, Albert Dorsking, Lou Friedland, Allen Green, Robert Greenberg, Raoul Kent, Hank Long, Henry Luhrman, Tom McManus, Frank McMahon, Frank Mincola, Wynn Nathan, Jim Necessary, Charles Richter, Robert Reagan, John Rohrs, Noel Rubaloff, Dale Sheets, David Sutton, Herb Stern, Karl Von Schallern, Ray Wild, Paul Weiss, Martin Williams, Kenneth Cleveland and Stu Smith.

National Musitime

NATIONAL MUSITIME will occupy Suite 556-57-60 and is exhibiting its national franchised background music service for fm stations.

Personnel attending include Charles Rynd, president; Jerome K. Levy, vice president; Robert D. Winston, vice president, and Gordon Myers, program director.

National Telefilm Assoc.

WITH the theme of "NTA, Your Ticket to Top Television Programming," National Telefilm's exhibit will be in Suite 504-505-507. One room will be devoted to a theatre, where there will be continuous showings of selected portions of NTA's "TNT" package of feature films, plus full-length showings of the David O. Selznick features. Entrance to NTA's suite will be decorated to simulate a theatre front, complete with lighted marquee and box offices.

In advance of the convention, NTA will distribute guides to the City of Chicago to more than 3,000 stations, agency representatives and sponsors personnel.

Personnel: Ely A. Landau, president; Oliver A. Unger, executive vice president; Harold Goldman, vice president in charge of sales; Edythe Rein, vice president; Edward Gray, vice president in charge of west coast sales; E. Jonny Graff, vice president in charge of midwest sales; Bernard Tabakin, director of national program sales; Martin Roberts, director of promotion and sales service; Raymond E. Nelson, director of sales development, and Harold J. Algus, director of public relations, and salesmen Don Swartz, Gerald Corwin, Nick Russo, Charles D. McNamee, Pete Rodgers, Bert Freeman, Victor H. Bickel, Sherlee Barish, Anthony Azzato and Allen Wallace.

NBC Television Films

NBC TELEVISION FILMS, now a division of Kagran Corp., will have a hospitality suite with the following officials on hand: Carl M. Stanton, vice president; H. Weller Keever, national sales manager; Daniel Curtis, eastern sales manager; Edward Montanus, central sales manager; Clifford Ogden, western sales manager; Seymour Eaton, central sales supervisor; James A. Strain, western sales supervisor; William Breen, southeastern sales supervisor; John F. Tobin, northeastern sales supervisor; Jay H. Smolin, manager of advertising and promotion, and Frederick Jacobi, publicity manager.

Official Films

OFFICIAL FILMS CO. will maintain headquarters in Suite 520 where literature about its filmed properties will be placed.

Herman Rush, sales vice president; Jack Garrison, midwest sales manager; Wells Bruen, assistant sales manager, and Art Breecher, Jerry Lee and Bob Conn, salesmen, will represent official.

RCA Recorded Program Services

RCA Recorded Program Services will exhibit four new RCA Thesaurus features recently added to its transcription library. The new features include "Show Stoppers," designed to add humor and variety to disc jockey programs; "Sell-Tunes," series of 100 musical introductions to sharpen commercial impact; a fully-transcribed five-minute radio show, *Great American Women,* and Norman Granz's *Jazz at the Philharmonic,* featuring jazz greats, which can be used as special dj material or as complete show.

Live entertainment—Kukla, Fran and Ollie, hillbilly singer Jimmy Dean and the Texas Wildcats, songstress Lurlean Hunter, Bob Wedyck trio, magician Bob Sharpe, comedian Randy Brown and hypnotist Harry Belmar—will spark the Thesaurus exhibit. Vaughn Monroe also will be on hand. Door prizes are another feature.

RCA Recorded Program Services also will spotlight three new film series: *Junior Sports League, The World Around Us* and *The Sam Snead Show.*

RCA's exhibit will be at the perennially famous "Key Club" (Suite 600) where members can't get in without a key. However, two platinum blonde models will be handing out keys by the hundred to everybody at the convention.

Walter Schwimmer Co.

FILM EXCERPTS, various sales and merchandising aids and success stories will provide the core of exhibiting Room 638A manned by Walter Schwimmer Co., tv film distributor. The properties: *Championship Bowling, Eddie Arnold Time, It's Baby Time* and *Lucky Number Calling.*

Delegates may see an exhibit of the current 1956 bowling series and receive plans for the 1957 "C" series, slated to go into production this June. Material will point up advertiser successes and ratings. Preview of *It's Baby Time,* produced by Herbert S. Laufman and distributed nationally by Schwimmer, will

It Won't Come Off!

ALL RECORDING TAPE is coated with magnetic oxide. On ordinary tapes this coating rubs off in use and forms a harmful deposit of abrasive dust on the recording head. Unless the head is constantly cleaned, the collection of abrasive dust eventually wears it out. A further disadvantage of oxide-shedding, common to ordinary tapes, is that after a few playings, the tape loses enough coating to alter its original frequency response characteristic.

WITH TAPE MADE BY THE EXCLUSIVE irish BRAND FERRO-SHEEN PROCESS

The Oxide Will Not Rub Off!

The irish *FERRO-SHEEN* process of tape manufacture anchors the oxide coating to the base permanently, inseparably and much more smoothly. The obvious advantage of the homogeneous bond is that *the entire vicious cycle of shedding and abrasion of recording head and tape is eliminated, resulting in longer life for the tape, longer life for the head and flat frequency response over a wider range.*

***FERRO-SHEEN* is now available in these three quality irish tapes:**

SHAMROCK #300: The ultimate in premium, professional tape for broadcast and studio use. Comes with 5' Mylar leader in dust-proof polyethylene bag. **1200'....on 7" reel**

LONG-PLAYING #600: Extends playing time 50% over conventional tapes on same size reel. New Dupont 1 mil Mylar base ..... **1800'....on 7" reel**

SOUND PLATE #220: The super-tough tape, pioneered by ORRadio, now on 1.5 mil Mylar. Used for tape-masters and permanent program storage ..... **1200'.... on 7" reel**

Write for name of local dealer:

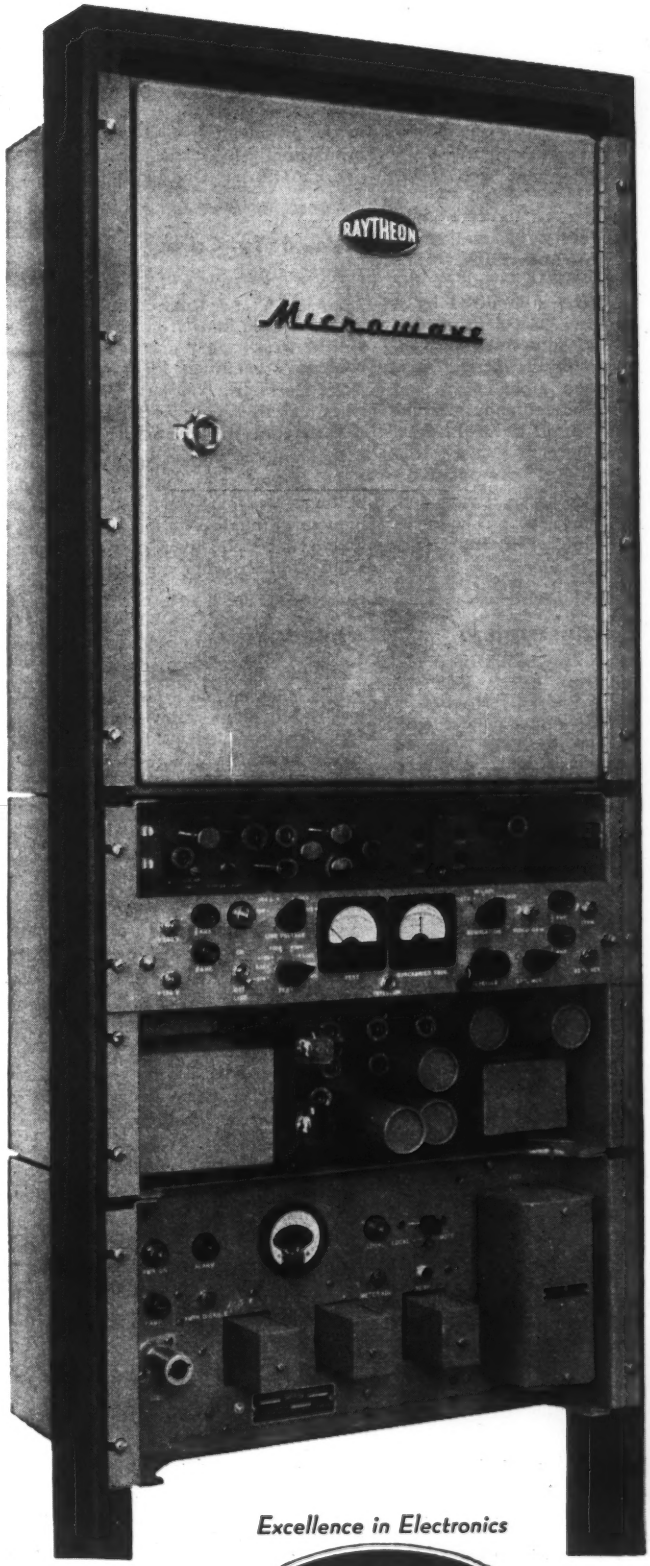
ORRADIO INDUSTRIES, INC.

World's Largest Exclusive Magnetic Tape Manufacturer

Opelika 14, Alabama

EXPORT DIVISION: Morhan Exporting Corp., N.Y.C.

IN CANADA: Atlas Radio Corp., Ltd., Toronto



NOW AVAILABLE

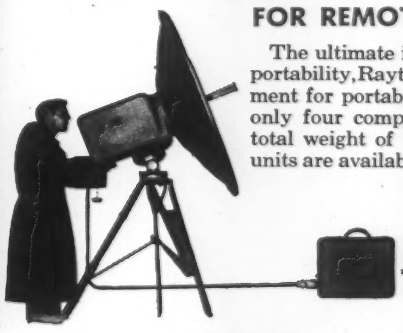
RAYTHEON KTR SERIES TV MICROWAVE LINKS FOR RACK MOUNTING

To meet your need for permanent TV relay installations, Raytheon now provides its famous KTR series links for fixed as well as portable use. Retaining all of their fine performance features, the KTR-100 and KTR-1000 (100 mw and one watt) are now available rack mounted for the 6000 and 7000 mc bands.

A new accessory system offers remote control of important transmitter and receiver functions and also includes an alarm circuit. Both rack-mounted and portable units can be operated with waveguide extensions. A ferrite isolator eliminates long-line effects, thus permitting indoor operation and maintenance of the entire equipment, with the antenna system separated from the radio equipment by as much as 100 feet.

In nearly 200 television stations*, Raytheon KTR links provide monochrome or color with simultaneous program audio transmission at lowest cost with greatest reliability. With the addition of rack mounted units, Raytheon now serves you with the most complete line in the industry.

PORTABLE KTR UNITS FOR REMOTE PICK-UPS



The ultimate in simplicity and portability, Raytheon KTR equipment for portable use consists of only four compact units with a total weight of 162 lbs. Portable units are available for all bands—color or monochrome with audio channel—if desired.

Names on request.

Excellence in Electronics

RAYTHEON

For complete information, please write Dept. 6120.

RAYTHEON MANUFACTURING COMPANY

A-3012

Equipment Marketing Department, Waltham 54, Mass.

see Raytheon's exhibit at Booth 10, NARTB Show

FOTO-VIDEO Laboratories, Inc. BT-4
Eagle Rock Bldg., Little Falls, N. J.
Send **FREE** Catalog on your latest studio test apparatus and Color and Monochrome TV equipment.
Name ..... Title .....
Firm .....
Address .....
City ..... Zone .... State .....

• How to Save Money on TV station maintenance . . .

N E W

V-3A Keyed Composite Video Signal Generator Specified by such famous studios as WABC-TV, WABD, KING-TV, WCCO-TV, WTVN, WSPD-TV, KSL-TV, and Philco & Du Mont labs. Uses: test frequency and square wave response of studio, microwave & transmitter with actual operating signal & no disabling of clamp circuits; direct resolution test of picture & waveform monitors (read no. of lines on dial); time measurements; test differential gain & complete frequency range. Built-in regulated power supply. **Important use:** in keying a sweep generator signal with TV sync to provide instantaneous response data.

• and on studio TV equipment!

V-7B 525-Line TV Sync Generator. Highest stability & reliability (used in USAF TV equipment). Features: no tube sel.; term board constr.; many test points. All RETMA sync signals. Reliable shaper circuitry & time-proven binary counter. Built-in convergence-linearity dot generator supplies black or white dot pattern as **separate** signal. 5 lock-in sources, including xtal. Instantly convertible to Color with V-8A color generator. Power supplied by single V-2A Supply.

F-102A Vidicon Film Multiplexer. Uses single Vidicon camera with 4 picture light sources (**opaques**, slides & films). Highest quality & definition picture without ghosts. Both camera & slide projector platforms adjustable to accommodate most std studio types. Operates with but one alignment & control setting. Push-button switches for local or remote operation.

ARE YOU READY FOR DIRECTIONAL REMOTE CONTROL?

The Rust Model 108D and Model RI-136 Phase Monitor have been designed as a reliable combination to accommodate such operation when authorized by the FCC.

Write, wire, or phone us today for details. See this remote control combination for broadcasting stations at the NARTB Convention in Chicago, April 15-19.

rust industrial co., inc.
130 Silver St., Manchester, N. H.
Tel. NA. 3-3596

be shown, along with presentation of Mr. Schwimmer's new daytime live tv series, *Lucky Number Calling*.

Personnel attending include Walter Schwimmer, president; Bernie Cross, sales manager, and Art Pickens, program director. Company will hold an informal reception for station managers, sales managers, film directors and other executives in its suite April 15 from 6-8 p.m.

SESAC Inc.

SESAC Inc. will reveal part of its 25th anniversary promotion program as a feature of its exhibit in Suite 528A and 530A. "The Brightest Lights Are on SESAC" will be the theme of the exhibit—to be dramatized by a replica of a television set. A TelePrompTer will carry the SESAC sales message to visitors. Latest transcribed library series, new program aids, including an alphabetical and classified catalogue which the company has prepared as a companion volume to its bridges, moods and themes catalogue. Giveaways and promotion gimmicks "galore" are planned.

Representatives: Alice Heinecke, Evarard S. Prager, Robert Stone, Jim Myers, David R. Milsten, Sid Guber, Hal Fitzgerald and Glenn Ramsey.

Standard Radio Transcription Services Inc.

EXHIBITS of Standard Radio Transcription Services Inc. will be built around the Standard Program Library and the Super Sound Effects, and special emphasis will be placed on the baby of the Standard Family, Shorty Tunes. Twenty-eight stations recently have added the latter service, according to Olga Blohm, manager of the corporation. Room 612A.

Sterling Television Co.

STERLING Television Co. will use a hospitality suite to tell about two new film packages, Jungle Adventure, featuring footage by Osa and Martin Johnson and Frank Buck, plus other jungle movies, and Children's Films, including films about animals as children like to think of them, fairy tales and real life adventures. In addition, Sterling will distribute its new library catalogue. Rooms 560A, 561A.

Tele-Pictures Inc.

COMPLETE sales kits, synopses and analyses of its various feature motion picture properties for tv will be available from Tele-Pictures Inc. in Suite 657A. Company claims over 160 feature theatrical releases as distributing outlet and stresses availability for television stations almost simultaneous with theatrical showings.

Personnel: Edmund Baumgarten, president, and Marvin Lowe, Chicago sales representative.

Television Programs of America

TPA's newest syndicated property, *Stage 7*, will be on display in Rooms 515A-517A with the company's other programs, both syndicated and network. The former include *Edward Small Features, Ramar of the Jungle, Ellery Queen, Captain Gallant of the Foreign Legion, Science in Action, The Count of Monte Cristo, Susie* and *Halls of Ivy*. TPA network shows are *Private Secretary, Fury, Lassie* and *Captain Gallant of the Foreign Legion*.

In addition, TPA will show all its merchandising and promotion material—such items as Lassie dolls and Ramar helmets that are licensed in connection with various series.

Representing TPA will be Milton A. Gordon, president; Michael M. Sillerman, executive vice president; Bruce Eells, vice president western division; William Fineshriber Jr., vice president New York division; Hardie Frieberg, vice president eastern division; Leon Bernard, manager midwestern division; Kurt Blumberg, assistant to the president; Jerry Franken, director press-promotion; Eli Harris, director of advertising, and Pat O'Brien, Chicago office manager.

UM&M Tv Corp.

UM&M Tv Corp. will have its exhibit in Suite 532-33-34A and will set up a screening room where sample films from the UM&M catalogue will be shown on request. Among films in the company's catalogue are *Little Lulu* and *Betty Boop* cartoons, *Sherlock Holmes, Paris Precinct* and *New Orleans Police Dept.* series and a variety of short subjects.

Personnel: Charles Amory, president; Irving Feld, station sales manager; Richard Carlton, eastern sales manager; Leo Brody, New England sales manager; John L. Peters, advertising manager; Neale Oliver, midwest supervisor, and Don Schuler, southern supervisor.

United Press

UNITED PRESS' exhibit will include a facsimile machine and a UP radio wire, as well as a UP Movietone television script wire and a UP Movietone television news film. The facsimile newspicture wire delivers dry prints of newspictures at the editor's desk. The television script wire carries constantly updated scripts timed and cued to UP Movietone film.

World Broadcasting System

A NEW telephone quiz game for radio—*Voice of Fortune*—will be demonstrated by World Broadcasting System at its exhibit in Rooms 512A and 513A. Designed to act as an all-day audience-builder, the game is based around a telephone quiz in which listeners are called and asked to identify the voice they have heard on the station airing the show. The "mystery voices" will be recorded segments featuring well-known national personalities. Contestants will register to be called by filling out entry blanks available at the point-of-sale of participating sponsors.

World executives attending the convention: Pierre Weis, general manager; Robert W. Friedheim, vice president, and sales executives Dick Lawrence, James Weathers and Ken Josephs.

Ziv Tv

ZIV TV will stage an exhibit of its television films available in syndication in Suite 500-501-502. These include *Man Called X, Highway Patrol, Science Fiction Theatre, I Led Three Lives* and *Cisco Kid*.

Special attention will be given to the rating performance of these shows in major tv markets as well as to the extensive merchandising aids, point-of-sale pieces, contest promotions, posters, and giveaways offered by Ziv Tv to program advertisers.

Ziv delegates will include John Sinn, president; M. J. Rifkin, vice president in charge of sales; Fred W. Ziv, board chairman, and Al Unger, vice president of the Chicago office.

OTHER EXHIBITORS

Advertising Council—NARTB

SECOND public service exhibit sponsored by the Advertising Council and NARTB will be held in the Normandie Lounge and writing room. Nearly 50 organizations will have exhibits following the theme, "Broadcasters, You Can Be Proud of Your Service to America." Coordinating exhibit are Mrs. L. S. Schwartz and Gordon Kinney, for the council, and Fred Garrigus, for NARTB. The following government agencies and private organizations will have booths:

National Citizens Council for Better Schools, CARE, United Community Funds & Councils of America, Crusade for Freedom, Federal Civil Defense Administration, U. S. Forest Service, American Red Cross, Religion in American Life, National Safety Council, U. S. Treasury Dept. (U. S. Savings Bonds Div.), Ground Observer Corps, American Heritage Foundation, U. S. Committee for United Nations Day, American Cancer Society, American Diabetes Assn., American Heart Assn., Arthritis & Rheumatism Foundation, Big Brothers of America, Boys Clubs of America, Boy Scouts of America, Campfire Girls Inc., Keep America Beautiful, National Assn. for Mental Health, Religious Overseas Aid, National Conference of Christians & Jews, National Foundation for Infantile Paralysis, National League for Nursing, National Society for Crippled Children, National Tuberculosis Assn., United Cerebral Palsy, United Negro College Fund, National Multiple Sclerosis Society, National Fund for Medical Education, Junior Achievement, American Hearing Society, National Assn. for Retarded Children, Pan American Union, Dept. of Defense, The President's Committee on Employment of the Physically Handicapped, 4-H Clubs, ACTION, National Fire Protection Assn.

American Research Bureau

SURVEY information and copies of work done by American Research Bureau will be demonstrated. Services include television audience measurement with complete reports covering the entire United States and 100 separate metropolitan areas. Reception studies are available covering 350 additional markets, including uhf information.

Personnel: James W. Seiler, Roger N. Cooper, Lorin S. Myers and Jack Gross. Rooms 610-611.

A. C. Nielsen Co.

A. C. NIELSEN Co. will demonstrate its Audimeter (for national network ratings) and Recordimeter (for Nielsen station index ratings) devices in Suite 1000. Delegates will be able to see firsthand how devices work when attached to sets and examine various data, including questionnaires and station subscribers in connection with Nielsen Coverage Service Study No. 2.

As a special feature, Nielsen will display a new Rand-McNally "merged relief map" showing pictorially the contours of the U. S. Nielsen publications also will be available.

Nielsen will have a "Treasure Chest" and guests choosing the right keys may win certificates good for electric razors, clocks and other merchandise.

Personnel attending include Vice Presidents John K. Churchill, E. P. H. James, J. R. Mathews, George E. Blechta and William R. Wyatt (midwest sales manager); B. A. Traylor, sales service executive; account executives, research, and other specialists from Chicago headquarters. Suite 1000-1001.

Metropolitan Life Insurance Co.

NEW to NARTB's annual exhibits will be Metropolitan Life Insurance Co. Three representatives will explain operation of NARTB's group life insurance plan, which will operate in all states but Texas and Ohio. Attending for Metropolitan will be J. Henry Smith, L. F. Nickel and F. E. Cragg. Room 537.

Tourney Prizes Set

TWO silver trophies and 14 prizes will go to golfers taking part in the annual B•T Golf Tournament to be held Sunday, April 15, as first feature of convention week. Three more prizes—portable radios—have been donated by New York independent stations who asked to join Chicago stations as donors of tournament prizes. The three outlets—WMCA, WOV and WMGM—said they "want to show that independent radio is very much alive in New York and that it is a great medium."

The tournament will be held at Midwest Country Club, Hinsdale, Ill., Chicago suburb. B•T buses leave the Conrad Hilton Hotel at 8:30 a.m. Chicago stations donated 11 prizes ranging from a transistor radio to phonographs.

TELECASTERS: CUT PRODUCTION COSTS

With the New DAGE Model 320A Camera

FOR USE IN: STUDIO • REMOTE TELECASTING • FILM PICKUP • KINESCOPING PROGRAMS

Enjoy greater handling ease and high telecasting quality without the need for extensive operator training and experience. The Dage Model 320A Vidicon Camera is a greatly improved version of the Model 300D camera which has been widely used for studio, remote and film pickups.

- Sweep failure protection for Vidicon pickup tube.
- Removable Electronic Viewfinder. 5" tube. White phosphor.
- 8 MC bandwidth with adjustable phase and aperture correction and adjustable peaking coils.
- Overscan switch.
- Switch-selected control of electrical focus at either camera or control unit.
- Four-lens turret operated from rear of camera.
- Relay operated tally lights in hood and end panels.
- Camera control consoles include 10" aluminized picture tube and 5" waveform monitor. Built-in target calibration, regulated kinescope high voltage supply.

EXCLUSIVE NEW DAGE master monitor Model 635A includes 10" aluminized picture tube with inter-laced pulse-cross display, 5" wave form monitor, built-in calibration pulse for level adjustments.

Dage produces complete studio, pickup, switching and distribution equipment.

DAGE TELEVISION DIVISION
Michigan City, Indiana
In Canada, distributed by: Rogers Majestic Electronics, Ltd., Toronto

A Thompson Product

Television's finest achievement...

The American Story

originally titled "Cavalcade of America"

DRAMA · ADVENTURE · H

produced expressly for one of the Nation's largest prestige advertisers

39 Half-hour TV Programs

Proudly offered to a select group of advertisers

PRESTIGE—STATURE—PRIDE

Impact advertising for products and services

Established audience attraction with an
18 year radio success on two major networks

produced by the ranking craftsmen of Hollywood and TV

vivid, entertaining stories . . . behind-the-scenes
drama with the men and women who made
America's History

Phone—Wire—Write
The Man From Official Today!

OFFICIAL FILMS, INC.
25 West 45th St., New York 36, N. Y.
Plaza 7-0100

· HUMAN INTEREST · ACTION

THE ENGINEERING PAPERS

Delegates to next week's NARTB convention will hear the latest word on new developments in the broadcast field during three days of dissertations by specialists in the field.

NEWEST techniques in radio and tv transmission will be unveiled to the nation's broadcast engineers during three days of programming at the 10th annual NARTB Broadcast Engineering Conference at the Conrad Hilton Hotel, Chicago. Willard J. Purcell, WGY Schenectady, is chairman of the conference committee.

Executives of equipment firms, networks and stations will offer papers on color tv, radio and tv transmitters, cameras, antennas, fm multiplexing and remote control operation.

Programs start Monday, April 16, with color tv as the topic. Luncheon speaker Monday will be Dr. William L. Everett, U. of Illinois. Engineering delegates will meet jointly with the Management Conference Tuesday and the annual FCC panel discussion will be held Tuesday afternoon. FCC Chairman George C. McConnaughey will be the Tuesday luncheon speaker.

Programming has been criss-crossed with the management agenda so that radio topics will be discussed Wednesday by engineers while tv is providing the management theme. Tv subjects will be covered Thursday by engineers while management delegates are concentrating on radio.

Opening the Monday morning technical session will be A. Prose Walker, NARTB engineering manager,

MR. PURCELL MR. WALKER

COLOR TELEVISION DAY

(Monday)
MORNING

Presiding:
Raymond F. Guy,
Dir. of Radio
Frequency Engineering, NBC

MR. GUY

Color Tv Systems Planning

9:30-10:15 a.m.

By: Chester A. Rackey, Director, Audio & Video Engineering, and Donald Castle, Manager, Audio-Video Engineering Group, National Broadcasting Co.

THE problem facing the engineer designing a technical system for color television broadcasting is somewhat more complicated than that for monochrome. This is due to some basic differences between the two systems in operational, transmission and lighting requirements. These several differences and the problems resulting therefrom are separately discussed, together with some of the solutions to these problems which have been employed in recent National Broadcasting Company color studio installations. Differences in technical requirements between the smaller, independent station type of installation and the systems required for network broadcasting will be discussed briefly also. A description and slide pictures of the lighting system used in a recent NBC color studio will conclude the discussion.

Studio Lighting for Color Originations

10:20-10:45 a.m.

By: Edward Tong, Tv Studio Supervisor, WDSU-AM-FM-TV New Orleans.

A GREAT DEAL of the color in our present day color television system depends upon proper lighting. There is a marked difference between the lighting methods used for black-and-white productions and those used by our new friend, color. A marked difference also appears between the lighting methods as used on the local station level and those used on the network level. Of interest to stations contemplating expansion to live studio color pickups are the experiences of WDSU-TV in the field of live color origination and the philosophy behind its color lighting, control system, equipment inventory and methods. The interrelation of lighting with other facets of a television production, such as make-up, scenic design and set proportions, is discussed.

New Color Television Transmitter Monitor

10:50-11:15 a.m.

By: Charles A. Cady, Engineer, General Radio Co.

A NEW MONITOR for use with monochrome or color television transmitters will be described in detail. The instrument has been designed in accordance with modern transmitter practice and provides many new features not found in existing equipment. It provides the means for making many of the tests required by the FCC for continuous monitoring and proof-of-performance tests. Several auxiliary measurements can be made with the new monitor. These have been included both as a safeguard against early obsolescence in the rapidly advancing field of television and as a tool to be used by operators in locating transmitter faults or improper adjustments. The mechanical and electrical features of the new monitor represent a new approach to the problem of instrumentation in the modern television broadcasting station.

Test Transparencies for Color

11:20-11:45 a.m.

By: Edward P. Bertero, Staff Engineer, Engineering Development, National Broadcasting Co.

THERE has long been a need for an improved method of aligning existing black-and-white television cameras. This has become apparent to even the average viewer on many occasions. With the advent of color the inadequacies of our present practices have been emphasized by the need for two additional test patterns for camera alignment purposes. An appraisal of our present method of camera alignment will be made. Several approaches and shortcomings of possible solutions to the problem will be indicated. The development and use of 8 x 10 transparencies for color camera alignment will be described. The feasibility of 8 x 10 color transparencies for possible use in an operational color camera matching technique also will be discussed in detail.

Installation and Adjustment of Color Television Receivers

11:50-12:15 p.m.

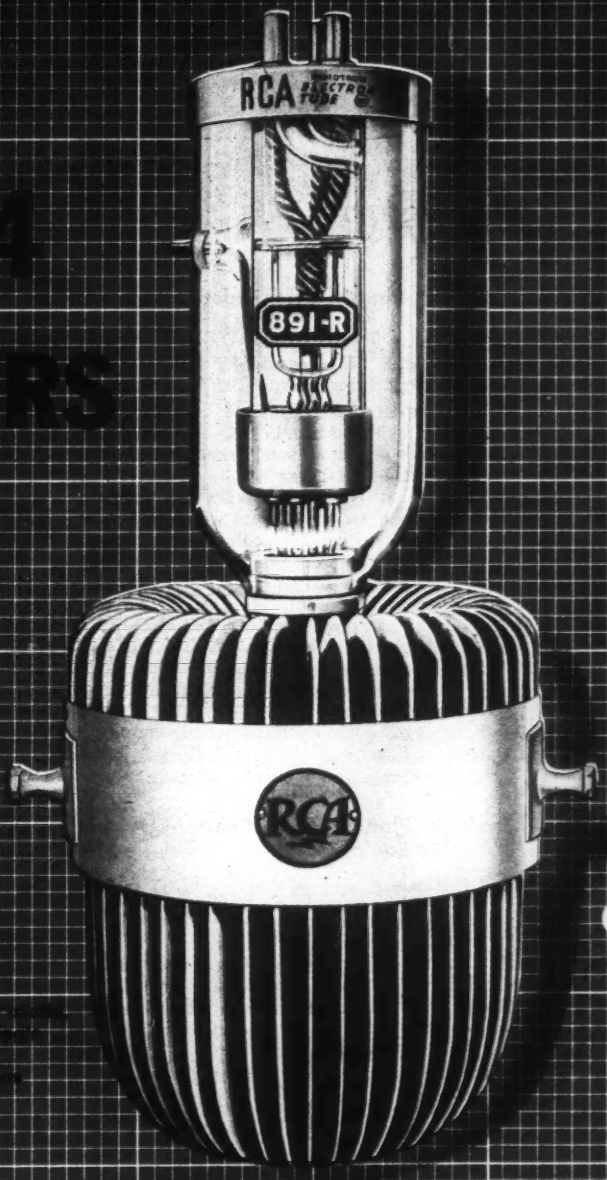
By: E. R. Klingeman, Manager, Field Service Engineering Group, Engineering Dept., RCA Service Co.

WITH the installation rate of color television receivers approximating 1,000 per week, the cooperation of the broadcasters in supplying color programs, and especially color test signals, is invaluable to the service man. Receiving antennas and test equipment for color receiver installation and service are readily available and training of service men by RCA and other manufacturers and their distributors has been increasing steadily since 1954. New and unconventional circuitry is materially reducing the number of tubes and components in the receiver. Both vhf and uhf color television reception is completely satisfactory, although problems sometimes develop in small localized areas. With close cooperation between the television stations' technical staff and the local service man, it is hoped that these problems can be solved.

MR. RACKEY MR. CASTLE MR. TONG MR. CADY MR. BERTERO MR. KLINGEMAN

RCA Time-proved Tube Designs...for longer service

48,044 HOURS ON-AIR



...in 11 years of operation

The remarkable endurance of RCA Power Tubes is due in great measure to *"proved-in"* designs—that have withstood and passed the "shake-down" tests of practical transmitter operation for years and years. Take RCA's famous forced-air-cooled designs—like the RCA-891-R at WOI.
Says WOI's Chief Engineer, Keith K. Ketcham:

"In April of 1952 we removed from our RCA 5DX 5-kw transmitter, an RCA-891-R modulator tube...which was purchased by WOI in September 1939...
The total number of hours in use chalked up by this tube amounted to 48,044.6—which amounts to approximately 11½ YEARS OF SERVICE IN OUR TRANSMITTER."

RCA application-proved power-tube designs are paying off for broadcast stations like WOI every day—in assuring greater reliability of equipment operation—in reducing tube cost per hour of operation! Your RCA Tube Distributor is ready to handle your call for RCA Tubes of all types promptly—for virtually every need and operation in a broadcast station.

HOW TO GET MORE HOURS FROM AN RCA-891-R

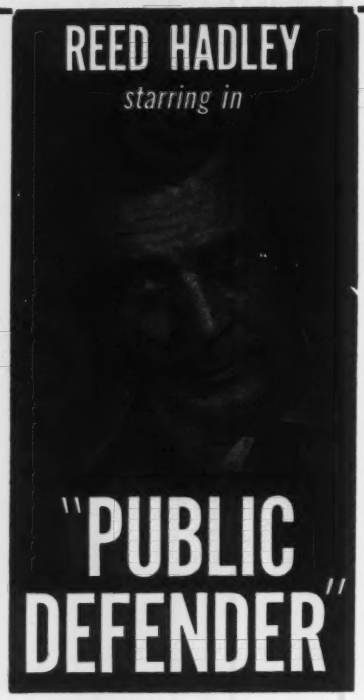
- **Reduce filament voltage to the minimum to give required output at acceptable distortion level—then increase by the amount required to compensate for line-voltage regulation.**
- **Keep air-cooling system clean—to prevent tube and circuit damage from overheating.**
- **When handling tube, lift it by the handles to avoid mechanical damage: Don't bump glass envelope or grid arm.**
- **Operate spare tubes periodically.**
- **Operate RCA-891-R within RCA ratings. Always follow the instructions packed with each tube.**

Don't Miss The RCA TUBE EXHIBIT at the NARTB Convention April 15-19th!

RCA®

TUBES FOR BROADCASTING
RADIO CORPORATION OF AMERICA • HARRISON, N. J.

REED HADLEY
starring in



"PUBLIC DEFENDER"

He's a rugged, no hold-barred square shooter who works tirelessly to win a case. And a sizable section of the population is always on hand pulling for him.

In fact, even more women than men make up that big following of Reed Hadley in Public Defender.

Put this hard working, proven audience puller to work in your market. Whatever you're selling, the Public Defender series can influence a big jury of enthusiastic fans to choose your brands.

69 HALF HOURS

First run in many markets! Powerful re-run value in ALL markets!

Interstate
TELEVISION CORPORATION

NEW YORK 445 Park Ave. MUrray Hill 8-2545 | CHICAGO 1250 S. Wabash WAbash 2-7937 | HOLLYWOOD 4376 Sunset Drive NOrmandy 2-9181

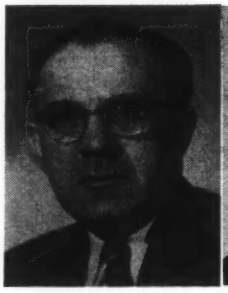
COLOR TELEVISION DAY
(Monday)
AFTERNOON

Presiding:
Thomas E. Howard, Engineering Vice President, WBT-WBTV (TV) Charlotte, N. C.

MR. HOWARD

MR. WHALLEY

MR. INGLIS



MR. KOZANOWSKI

MR. WENTWORTH

Compact, Plug-in Color Video Equipment

2:30-2:55 p.m.

By: Wilfrid B. Whalley, Senior Project Engineer, Engineering Dept., CBS Television

IT is apparent that with more and more stations turning toward color and the supply of trained color personnel being somewhat limited, not to mention existing studio space, there exists a great need to provide the industry with more compact equipment which will meet today's trends. Five new color video components have been developed in the continuing CBS progress toward compact, plug-in television studio equipment. This paper describes the design and operating characteristics of a newly designed color video distribution amplifier, a color video relay switcher and a regulated power supply. These newly designed pieces of equipment are characterized by not only unusual performance but also by their stability, simplicity, quick replacement, ease of maintenance, and economy of space.

Systems Planning for Color Television Studio Equipment

3-3:45 p.m.

By: Andrew F. Inglis, Manager of Studio Systems Engineering, RCA

THE tv broadcasters faces many questions as he takes the necessary steps to enter color telecasting. A number of helpful considerations are discussed that will help him in planning a more efficient installation. The adoption of compatible color television was advantageous from a system standpoint, not only for the receiver portion of the system, but also for the studio. The use of compatible color in the studio permits complete integration of color and monochrome original handling facilities, and it is recommended that broadcast engineers plan their installation on this basis. Some of the important factors to be considered in this planning are discussed including: advantages and disadvantages of switching simultaneous color signals, linearity and frequency response requirements, non-synchronous operation timing problems, special effects, and other color problems.

Techniques of Color Film Reproduction

3:50-4:35 p.m.

By: H. N. Kozanowski, Manager, Television Special Projects, RCA

WITH film reproduction rapidly becoming the so-called backbone of black-and-white television, it follows that this may eventually become true in color. Television broadcasters are rapidly expanding their activities to include the color reproduction of color film and slides. The characteristic of 35mm and 16mm film prints are discussed with particular emphasis on practical methods for obtaining best color tv results with currently available material. The role of electrical masking is described in detail. Recent developments in 3-v equipment make it possible to include high quality reproduction of color opaques and live commercials in the color tv programming schedule. The versatility provided by these sources appears to have great commercial significance.

Color Test Equipment Test Procedures

4:40-5:25 p.m.

By: John W. Wentworth, Manager, Television Terminal Equipment Engineering Group, RCA

PRACTICAL operating experience with compatible color television systems has confirmed the need for certain specialized measurements. This paper presents a review of the testing problems encountered in color television and summarizes recent developments in test equipment designed to solve these problems. The work of several industry committees that have been active in this area is discussed, with special emphasis on the progress achieved in reaching agreement on standardized conditions and procedures for measurement. The paper is illustrated by color slides, many of which show the distortions that can be caused by improperly adjusted transmission equipment.

CHICAGO TOURS

8-11 p.m.—Tours of WBBM-TV and WNBQ (TV) facilities.

RADIO DAY
(Wednesday)
MORNING

Presiding:
John T. Wilner, Engineering Vice President, WBAL-AM-TV Baltimore

MR. WILNER

Results of Experimental Remote Control of Directional and High Power Standard Broadcast Stations

9:30-11 a.m.

By: A. Prose Walker, Manager of Engineering, NARTB; Henry H. Fletcher, President and General Manager, KSEI Pocatello, Idaho;

614 CARTOONS
330 IN COLOR

Of paramount importance to your TV film programming

Now — the world's *largest* and *most varied* film library can be yours . . . in part or complete — with plenty to interest everybody. Cartoon, comedy and variety subjects offered to TV *for the first time.* With Betty Boop, Pal's Puppetoons, Little Lulu, Grantland Rice and *A Galaxy of Stars.*

UM & M TV CORP.

Right now, contact your nearest UM&M TV Corp. office:

PHONE! WRITE! WIRE!

745 Fifth Ave., New York 22, N. Y. PL 1-3171
2449 Charlotte St., Kansas City 8, Mo. BA 1-5100
1032 Carondelet St., New Orleans 13, La. RA 2253

See us at the **NARTB** Convention • Rooms 532A - 533A - 534A

R. E. L. Kennedy, Kear & Kennedy, Consulting Engineers; T. C. Kenney, Chief Engineer, KDKA Pittsburgh; R. W. Naylor, Manager, Broadcasting Engineering Group, Canadian G. E., Ltd.; Robert J. Sinnett, Technical Director, WHBF Rock Island, Ill.; Urlin Whitman, Gates Radio Company; D. B. Williamson, Broadcast Systems Engineer, Canadian Westinghouse Co. Ltd.

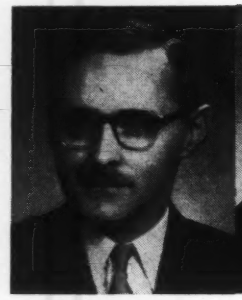
ON February 15, 1956, the NARTB filed with the Federal Communications Commission a petition for rule-making to extend remote control authorization to stations using directional antennas and powers up to and including 50 kw. Top engineering panelists from manufacturing, broadcasting and consulting engineering fields will discuss the field experiments and ramifications of this proposal. Installation, maintenance, personnel adjustment, fire alarm system, high power operation with remote control will be thoroughly discussed. A general discussion pertaining to the contents of the 400-page petition will be given along with a generous supply of slides depicting the petition's contents. This timely topic will be discussed by some of the men who took part in the actual field experiments.

MR. WALKER

MR. FLETCHER

MR. KENNEDY

MR. KENNEY



MR. NAYLOR

MR. SINNETT

MR. WHITMAN

MR. WILLIAMSON

Conelrad—Is it Necessary?

11:05-11:30 a.m.

By: Ralph J. Renton, U. S. Supervisor Conelrad, FCC

THIS PAPER will embrace the reasons and necessity for electromagnetic controls. Air Defense requirements as they concern this matter will be reviewed and a brief resume and progress report of Conelrad will be given explaining advantages and limitations of the system. The broadcasters' role in Conelrad such as, what he is required to do, what he is not required to do, what he may volunteer to do and what he can do to improve the system will be discussed. A report on coverage and the Civil Defense problem will be given with proposals for improving the operation.

The Ohms Law Phasor and Its Relationship to Remote Control of Directional Antenna Systems

11:35 a.m.-12:10 p.m.

By: John H. Mullaney, Consulting Radio Engineer

THIS paper will deal with a method for controlling power distribution in a directional antenna phasor by use of a new type of circuit called the Ohms Law phasor. The paper will treat the conventional versus Ohms Law phasor in detail, discussing typical type designs, adjustment characteristics, stability of their operation and the adaptability to remote control. It will be shown vectorially why the Ohms Law phasor enhances band-width characteristics of an array and in addition stabilizes any type of configuration. Some of the technical problems involved in the remote control of directional antenna systems will be discussed and a suggested method will be offered for accomplishing remote control of directional antenna systems.

RADIO DAY

(Wednesday)
AFTERNOON

Presiding:
James E. Barr,
Assistant Chief,
Broadcast Bureau,
FCC

MR. BARR

Fm Broadcast Multiplex Equipment Design, Development, and Production

2:30-2:55 p.m.

By: Dwight (Red) Harkins, Harkins and Hershfield (Manufacturers), General Manager, KTYL Mesa Ariz.

THE ACTION of the Commission with respect to multiplexing of subsidiary transmissions is considered by many in the broadcast industry to mark an important milestone in the development of the radio art. This paper will outline the development of the basic components required for multiplexing such as the sub-carrier generator, the transmitter, and the receiver. A detailed explanation will be presented regarding the method of introducing the sub-carriers to the main carrier without producing cross-modulation, along with measures taken to prevent possible cross-modulation. Use of printed circuits in the manufacture of the multiplex receivers is detailed. Results of field tests in the various cities are cited as well as the necessary modifications required of the existing fm installations.

Automatic Program Log Devices

3-3:25 p.m.

By: S. L. Huffman, President, WCMW, and Clark Dozer, Station Manager, WCMW Canton, Ohio

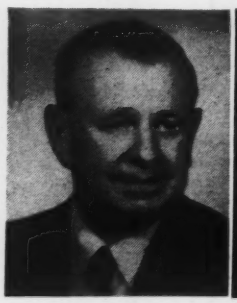
IT is only logical that the next step along the road to automation in the broadcast industry take place in the program department. This paper discusses a new system of automatic logging, posting, and billing which has been in successful use in radio station WCMW for more than four years. Station operators attending this season will see demonstrated the simplicity of this automatic logging system which consists of a 36-drawer steel filing cabinet to accommodate IBM cards and a small box that is placed on the control desk to receive the day's logs. The paper will go into detail regarding the installation, operation, and problems involved in such an automatic system.

Automatic Gain Control Devices in Audio Circuits

3:30-3:55 p.m.

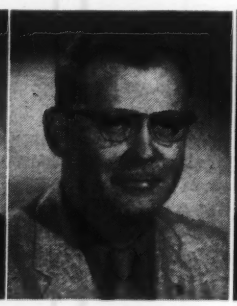
By: Archie A. McGee Jr., Studio Facilities Engineering Section, General Electric Co.

WITH the ever increasing demands made upon studio and transmitter engineers, it is most desirable to make the audio signal as nearly automatic as possible, yet maintain a signal which will provide high average modulation of the

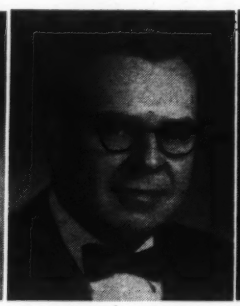


MR. RENTON

MR. MULLANEY

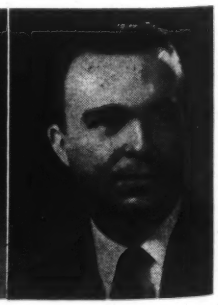


MR. HARKINS



MR. HUFFMAN

MR. DOZER



MR. McGEE

transmitter. A combination of two broadcast audio amplifiers will be discussed. The automatic gain control amplifiers are the newly developed Uni-Level and the new Programatic Limiting Amplifier. The Uni-Level is a program or line amplifier incorporating AGC. The new Programatic Limiting Amplifier retains important features found acceptable in previous equipment. Other features are unique circuitry, greater range of limiting, higher output level, and about half the usual mounting space.

Bringing Microphones up to Date

4-4:25 p.m.

By: R. H. Carrell, Design and Development Engineer, and A. H. Lind, Manager, Audio and Mechanical Devices Engineering, RCA

IN ADDITION to having a functional microphone appear in an attractively styled case, microphones designed today are evolved to meet a number of carefully evaluated engineering criteria. General considerations in the acoustical design approach are outlined in detail. The important characteristics of signal-to-noise ratio with its many contributing factors are elaborated upon as a fundamental design consideration. Along with the above, frequency response and balance versus application are commented upon. In the discussion various parts of the microphone design are considered in detail, the effect

MR. CARRELL MR. LIND

of some of the variable factors shown and an account given of the experimental methods used in the development. Finally, various aspects of the performance such as wind noise, magnetic induction pickup, directivity patterns are discussed referring to test data obtained.

Transistors and Their Application in Broadcast Equipment

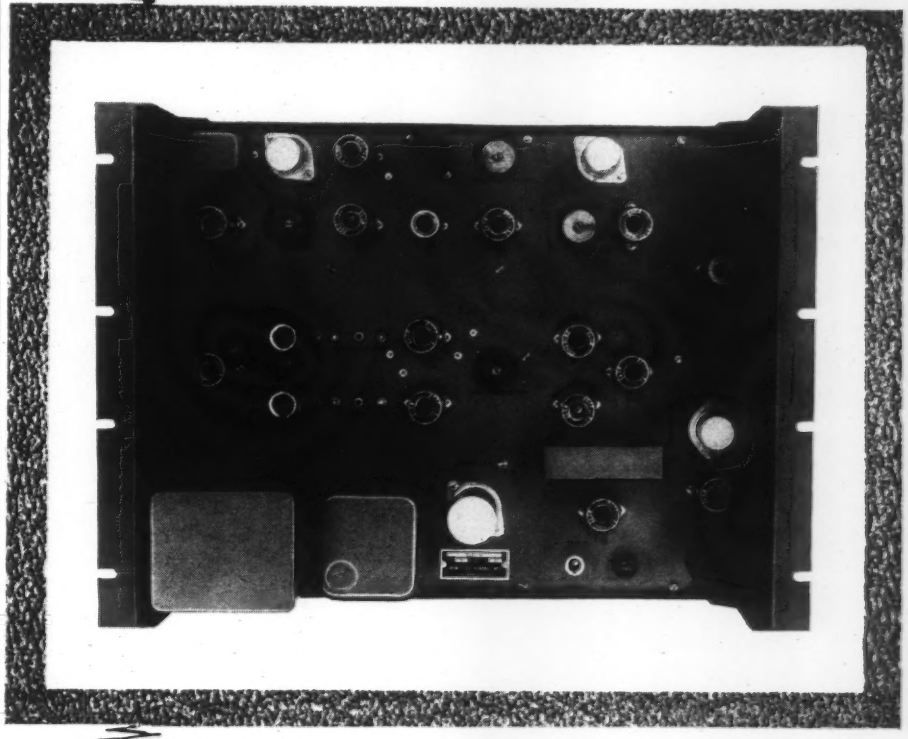
4:30-5 p.m.

By: Paul G. Wulfsberg, Assistant Director for Research and Development, Collins Radio Co.

TECHNICAL and economic progress in the field of semi-conductors has increased the application of transistors in broadcast equipment. It is now possible, using existing components and techniques to design a completely transistorized broadcast studio and remote system. The application of the transistor not only ushers in the field of miniaturization but increases overall reliability. This paper will review some of the existing designs together with newer equipment applications not yet available on the commercial market. Advantages and limitations of transistors and associated circuits will be discussed in detail along with life expectancy based on previous experience. The importance of power rectifiers and power transistors is reviewed and high power applications are demonstrated.

MR. WULFSBERG

NEMS-CLARKE INCORPORATED



Type TS-1 Telesync

The Type TS-1 Telesync equipment has been designed specifically to meet the requirements for a high quality unit for generating RETMA sync signals when used in conjunction with a high fidelity TV receiver such as the NEMS-CLARKE TR-1 or equivalent.

The TS-1 will supply vertical driving pulses, horizontal driving pulses, mixed blanking and mixed sync. Its principle application is to replace a much more expensive synchronizing signal generator. In operation the TS-1 is supplied with a composite synchronizing signal usually obtained from an off-the-air receiver. The TS-1 breaks down this signal into its horizontal and vertical components and generates blanking signals.

The low cost and simplicity of operation as compared to a regular synchronizing signal generator is obtained by using the radiated signal of a television broadcasting station. This signal is picked up by a high quality TV receiver such as the NEMS-CLARKE TR-1. The video is removed and the sync only is supplied to the TS-1. It is then separated, delayed and mixed.

The TS-1 has been designed for reliable, continuous operation. Bathtub construction provides maximum accessibility to all tubes and controls from the front and small components from the rear. This construction is the same as that normally used in TV studio equipment.

• *For Further Details Write Dept. M-1*

VISIT OUR DISPLAY AT THE NARTB CONVENTION SUITE 542A

NEMS • CLARKE
Incorporated
919 JESUP-BLAIR DRIVE
SILVER SPRING, MARYLAND

MR. HARMON

TELEVISION DAY

(Thursday)
MORNING

Presiding:
Raliph N. Harmon,
Engineering Vice
President,
Westinghouse
Broadcasting Co.

Tv Translators

9:30-9:55 a.m.

By: Benjamin Adler, President, Adler Electronics Inc.

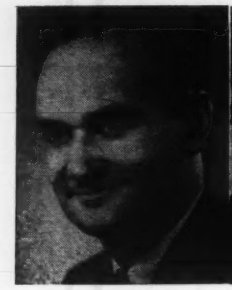
A RECENT proposed rule-making of the Federal Communications Commission looking toward the authorization of low power translator television stations operating in the upper portion of the uhf spectrum is the basic topic of this paper. There will be a brief review of the need for this type of tv service and a discussion of the proposed rules relating to the service. A tv translator transmitter capable of accepting aural and visual vhf signals from a receiving antenna and delivering ten watts of peak visual and five watts of aural to a uhf transmitting antenna will be fully described. Data and information will be presented on application problems and signal coverage that may be expected from an installation of this type.

A Cordless Microphone System

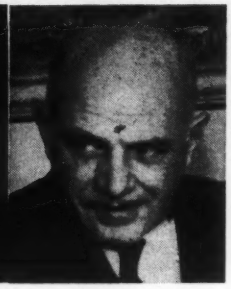
10-10:15 a.m.

By: Adolph B. Chamberlain, Chief Engineer, CBS Television

A CORDLESS MICROPHONE system successfully used by CBS Television, consisting of a small microphone, miniature fm transmitter, special receivers, and a diversity antenna system will be described. In addition, a motion picture short will be shown to demonstrate typical applications of cordless microphones. The need for continued development work to produce smaller, more rugged and reliable components, having as an objective a system with performance and dependability equal to that obtained from standard studio microphones, will be stressed. A system of this type could materially lessen the need for microphane booms in television and motion picture studios. Also emphasized will be the fact that even more important than improved performance and relief from microphone boom problems, is the freedom of movement given the performer, made possible by the cordless microphone system. Speakers at the engineering conference will be equipped with the system.



MR. ADLER



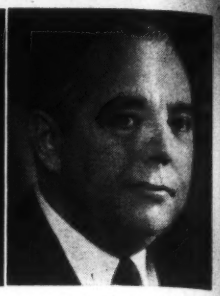
MR. CHAMBERLAIN

VITEAC (Video Transmission Engineering Advisory Committee)

10:20-10:40 a.m.

By: William B. Lodge, Vice President in charge of Engineering, CBS Television and Frank A. Cowan, Assistant Director of Operations, Long Lines Department, AT&T

MR. LODGE



MR. COWAN

THE TELEVISION networks have grown rapidly and at present close to 70,000 miles of network circuits are in use. This growth has been accompanied by an increasing complexity such as multiple pick-ups and the addition of color. It became apparent that closer liaison was necessary between station engineering and the Long Lines Dept. of AT&T for solutions to existing problems. Consequently, in September 1954 there began a series of monthly meetings attended by the top engineers of the television networks and the appropriate persons in Long Lines and the Dept. of Operation and Engineering of the AT&T Co. Subsequently, the chief engineer of the Manahattan and Bronx area of the New York Telephone Co. was added to the committee. Thus began VITEAC—"Video Transmission Engineering Advisory Committee." This paper will outline the objectives, activities, and accomplishments of this group.

Present Knowledge of Propagation in the VHF and UHF Tv Bands

10:45-11:10 a.m.

By: Harry Fine, Chief, Applied Propagation Branch, Technical Research Div., FCC

THE PURPOSE of this paper is to review propagation studies as they affect the extent of vhf and uhf television service. Emphasis will be given to the practical results of the studies rather than to a discussion of the phenomena and the theoretical explanations. Although the authors are employed by the FCC, this paper should not be regarded as an official expression of the Commission, but only the authors' personal appraisal of the data. It is hoped that this paper will give an over-all appreciation of recent propagation developments as they may affect the performance of television stations. In many areas the need for more experimental and theoretical work will also be apparent. In many cases data is now available where the earlier studies required extrapolation.

MR. FINE

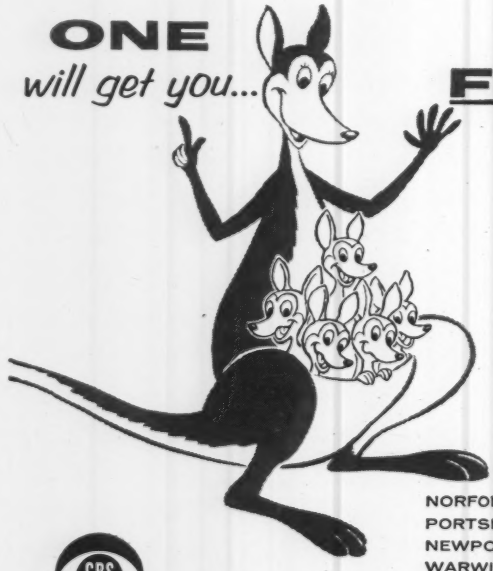
MR. TALMAGE

New Developments in VHF Television

11:15-11:40 a.m.

By: F. E. Talmage, Manager, Low Power Transmitter Design Section, Broadcast Transmitter Engineering Dept., RCA

THIS PAPER describes new developments in tv transmitters which include a unique type of enclosure providing a maximum degree of accessi-

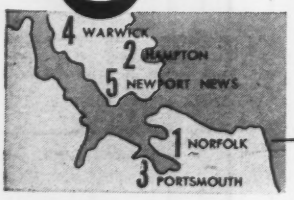


WTAR-TV
is the only "V" Station
for not one but five
lusty Markets, all
within its Grade "A"
signal . . . reaches an
area with effective
buying income
of over $2,241,000,000.*

*Effective Buying Income**

NORFOLK	$675,950,000
PORTSMOUTH	$129,976,000
NEWPORT NEWS	$63,641,000
WARWICK	$81,116,000
HAMPTON	$197,962,000

CBS



WTAR-TV CHANNEL 3 NORFOLK, VA.

Represented by Edward PETRY & Co., Inc.
(Sales Management Survey of Buying Power, May 10, 1955)

HYGO

SCORES ANOTHER TV HIGH WITH A NEW FEATURE LINE-UP!

22 MAJOR FEATURES

Available Immediately!

TO FOLLOW UP OUR FAMOUS SHOWMANSHIP PACKAGE

FOR TOP SPONSOR APPEAL!

Already Sold!

WTVN—Columbus
KRON—San Francisco
KTLA—Los Angeles
WCPO—Cincinnati
WFAA—Dallas
KAKE—Wichita
XETV—San Diego
KTNT—Tacoma
KSL—Salt Lake City
KVTV—Salt Lake City
KKTV—Colorado Springs
KTVK—Phoenix
KCMO—Kansas City
WISH—Indiana
CKLW—Detroit
WGBI—Scranton

HYGO *Television Films, inc.*

NEW YORK
1501 Broadway
New York 36, N. Y.
LOngacre 4-8234

DETROIT
709 Fox Building
Detroit, Michigan
WOodward 1-3979

HOLLYWOOD
9100 Sunset Blvd.
Hollywood 38, Cal.
CRestview 4-6965

HYGO and UNITY

are now ***HARMONIZED!*** *to give you...*

THE GREATEST PRODUCT LINE-UP IN TV HISTORY!

AT **NARTB** CONRAD HILTON HOTEL · 524A-526A

bility with a considerable reduction in floor area requirements. Also described are some new circuits providing inter-carrier frequency control, linearity correction, and a centralized control system. This, together with a high degree of circuit stability, will permit operation without adjustment over extended periods.

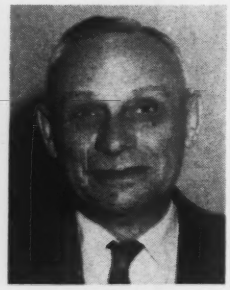
Cost Estimating for Television Station Engineers

11:45 a.m.-12:15 p.m.

By: Rodney D. Chipp, Director of Engineering, Allen B. DuMont Labs

STATION engineers are frequently called upon to estimate the cost of new construction building repairs, equipment installation, etc., and it is useful to be able to arrive at a quick answer of sufficient accuracy to determine whether the project should be dropped or approved. If approved, more precise figures can be obtained from engineers, architects, or contractors. This paper will describe some "rules of thumb" suitable for estimating the cost of building and studio construction, power requirements, heating and ventilating acoustic treatment and other similar items.

MR. CHIPP



MR. SLUSSER

TELEVISION DAY

(Thursday)

AFTERNOON

Presiding:
J. A. Slusser, Chief Engineer, KOA-AM-FM-TV Denver

Daylight Saving Time Delayed Video Operation for 1956

2:30-2:55 p.m.

By: Theodore B. Grenier, Video Facilities Engineer, ABC, and William P. Kusack, Chief Engineer, WBKB (TV) Chicago, Ill.

DURING the six-month period of daylight saving time, the networks' desire to delay certain television programs for one hour presents an interesting challenge. The one-hour time delay dictates a narrow time margin between the completion of a television recording and the start of the playback process on the air. The schedule severely restricts the time available for preparation of the television recording for playback. A complete system to facilitate a video delay using 35mm equipment is described. A novel arrangement for continuous recording and simultaneous processing has been developed.

Tv License Application Requirements—Proof-of-Performance Measurements

3-3:25 p.m.

By: James E. Barr, Assistant Chief of the Broadcast Bureau, FCC

THIS PAPER will attempt to clarify an area of ambiguity and possible misunderstanding with respect to the measurement data that is required in applying for television licenses. There will be some discussion of the purposes of the measurements, the extent to which they can be utilized by the FCC to insure operation within the tolerance limits prescribed by the rules, and FCC views regarding the practical limit on the scope of such measurements. The specific requirements in responding to questions contained in the license application will be outlined.

A New Approach to Automatic Program Control

3:30-3:55 p.m.

By: Alexander C. Angus, Studio Facilities Engineering Group, General Electric

MUCH has been said in the past and much will be said in the future regarding the subject of automatic program control. It is a lively subject with a very bright future if guided correctly and in the proper direction. This paper deals with the subject by outlining the features and application of one type of automatic program control system. The basic control function is in the form of a perforated paper tape adaptable to any broadcast operation.

Improving the Performance of Micro-Wave Television STL'S

4-4:25 p.m.

By: Peter K. Onnigian, Chief Engineer, KBET-TV Sacramento, Calif.

THIS paper deals with micro-wave problems which are encountered not only in the initial installation but during the general day-to-day operation. Comparisons are made between the overall performance of a kmc and a 7 kmc micro-wave tv studio-to-transmitter link. The path length is approximately 35 miles. Long time fading measurements over a period of one year were made along with recordings showing the effects of space and frequency diversity. The effects of Fresnel zone clearances on both bands are clearly shown.

MR. ONNIGIAN

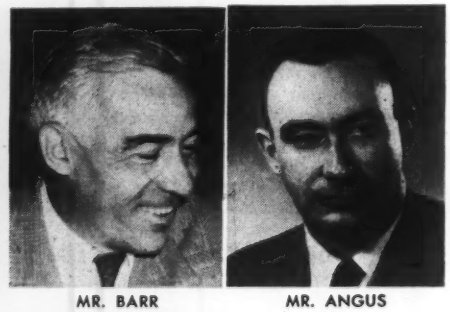
Color Video Effects

4:30-5 p.m.

By: Edward Bertero, NBC (picture page 100)

MR. BERTERO will discuss programming and production effects made possible by new electronic techniques.

MR. GRENIER MR. KUSACK



MR. BARR MR. ANGUS

Tentative Agenda NARTB 1956 Convention Conrad Hilton Hotel

Sunday, April 15

Registration, Lower Lobby, 7 a.m.

Monday, April 16

Registration; Lower Lobby, 7 a.m.

FM SESSION

10 a.m.-noon

PRESIDING: H Quenton Cox, KQFM (FM) Portland, Ore., senior NARTB fm director

MESSAGE OF WELCOME: Harold E. Fellows, president and chairman of the board, NARTB

THE FM BAND: PAST, PRESENT AND FUTURE: Dr. Frank E. Schooley, dir., U. of Ill. Broadcasting

WHAT OUR FM FACILITIES MEAN TO US: George J. Volger, KWPC-FM Muscatine, Iowa; F. Merrill Lindsay, WSOY-FM Decatur, Ill.; Calvin J. Smith, KFAC-FM Los Angeles

FM—THE PLUS FACTOR: George A. Heinemann, program dir., WMAQ-FM Chicago

CURRENT DEVELOPMENTS IN MULTIPLEXING: Ross Beville, WWDC-FM Washington; Sam Gersh, WFMF (FM) Chicago; William S. Halstead, Multiplex Development Corp., New York; Walton N. Hershfield, Harkins & Hershfield Mfg. Co., Phoenix, Ariz.

TELEVISION BUSINESS SESSION

2:30 p.m.

PRESIDING: Clair R. McCollough, WGAL TV Lancaster, Pa., chairman, NARTB television board of directors

PRESIDING AT THE ELECTION: Judge Justin Miller, consultant to NARTB

LABOR CLINIC

(For station management only)

4-6 p.m.

PRESIDING: Leslie C. Johnson, WHBF Rock Island, Ill., chairman, NARTB employer-employee relations committee

SPEAKER: John W. Seybold, industrial relations director, Allied Printing Employers' Assn.

PANEL: Mr. Seybold; Bert Locke, dir. of labor relations, Associated Industries of Minneapolis; Lowell Jacobsen, dir. of personnel, NBC, New York; Calvin J. Smith, president and general manager, KFAC Los Angeles; Charles West, assistant to the treasurer, *Peoria Star Journal,* owner and operator of WTVH Peoria, Ill.

QUESTION AND ANSWER SESSION:

Tuesday, April 17

Registration; Lower Lobby, 7 a.m.

JOINT SESSION MANAGEMENT AND ENGINEERING CONFERENCES

10:30 a.m.-noon.

PRESIDING: E. K. Hartenbower, KCMO Kansas City, Mo., co-chairman, 1956 convention committee

INVOCATION: Rabbi Louis L. Mann, Chicago Sinai Congregation

PRESENTATION OF THE COLORS:

KEYNOTE ADDRESS: Robert E. Kintner, president, ABC

PRESENTATION OF KEYNOTE AWARD

TO MR. KINTNER BY: Harold E. Fellows, NARTB president and charman of the board

LUNCHEON

12:30-2:30 p.m.

PRESIDING: Campbell Arnoux, WTAR-TV Norfolk, Va., co-chairman, 1956 convention committee

INVOCATION: The Reverend E. Jerry Walker, Pastor of St. James Methodist Church, Chicago

INTRODUCTION OF SPEAKER: Mr. Fellows

SPEAKER: Hon. George C. McConnaughey, chairman, FCC

SPECIAL FEATURE: Dennis P. Longwell, Herrin, Ill., Voice of Democracy winner

AFTERNOON JOINT SESSION

2:45-3:30 p.m.

PRESIDING: Mr. Arnoux

SPECIAL PRESENTATION — FREEDOM OF INFORMATION: John Charles Daly, vice president, ABC

3:45-5 p.m.

A PANEL DISCUSSION-Federal Communications Commission

Moderator: Mr. Fellows

Panel: Comrs. George C. McConnaughey; Rosel H. Hyde; Edward M. Webster; Robert T. Bartley; John C. Doerfer; Robert E. Lee; Richard A. Mack

ENGINEERING RECEPTION

6:30 p.m.

Wednesday, April 18

WAGE-HOUR BREAKFAST (An Informal Discussion)

8 a.m.

Registration; Lower Lobby, 9 a.m.-5 p.m.

MANAGEMENT CONFERENCE

10 a.m.-12:30 p.m.

PRESIDING: Mr. Arnoux

OPENING REMARKS: Clair R. McCullough, WGAL-TV Lancaster, Pa., chairman, NARTB television board of directors

NARTB TELEVISION CODE PRESENTATION: G. Richard Shafto, chairman, NARTB television code review board

Edward H. Bronson, director, television code affairs

FORUM-TELEVISION FILM: Harold Essex, WSJS-TV Winston-Salem, N. C.; Harold P. See, KRON-TV San Francisco, chairman, NARTB Television Film Committee

George T. Shupert, president, ABC Film Syndication; John L. Sinn, president, Ziv Television Programs

FORUM-COLOR TELEVISION MANAGEMENT PROBLEMS: Jules Herbuveaux, WNBQ (TV) Chicago; Harold Hough, WBAP-TV Fort Worth; Thomas Howard, WBTV (TV) Charlotte, N. C.; Robert D. Swezey, WDSU-TV New Orleans

LUNCHEON

12:45 p.m.

PRESIDING: Mr. Arnoux

INVOCATION: The Very Reverend Monsignor Edward V. Dailey, St. Veronica's Church, Chicago

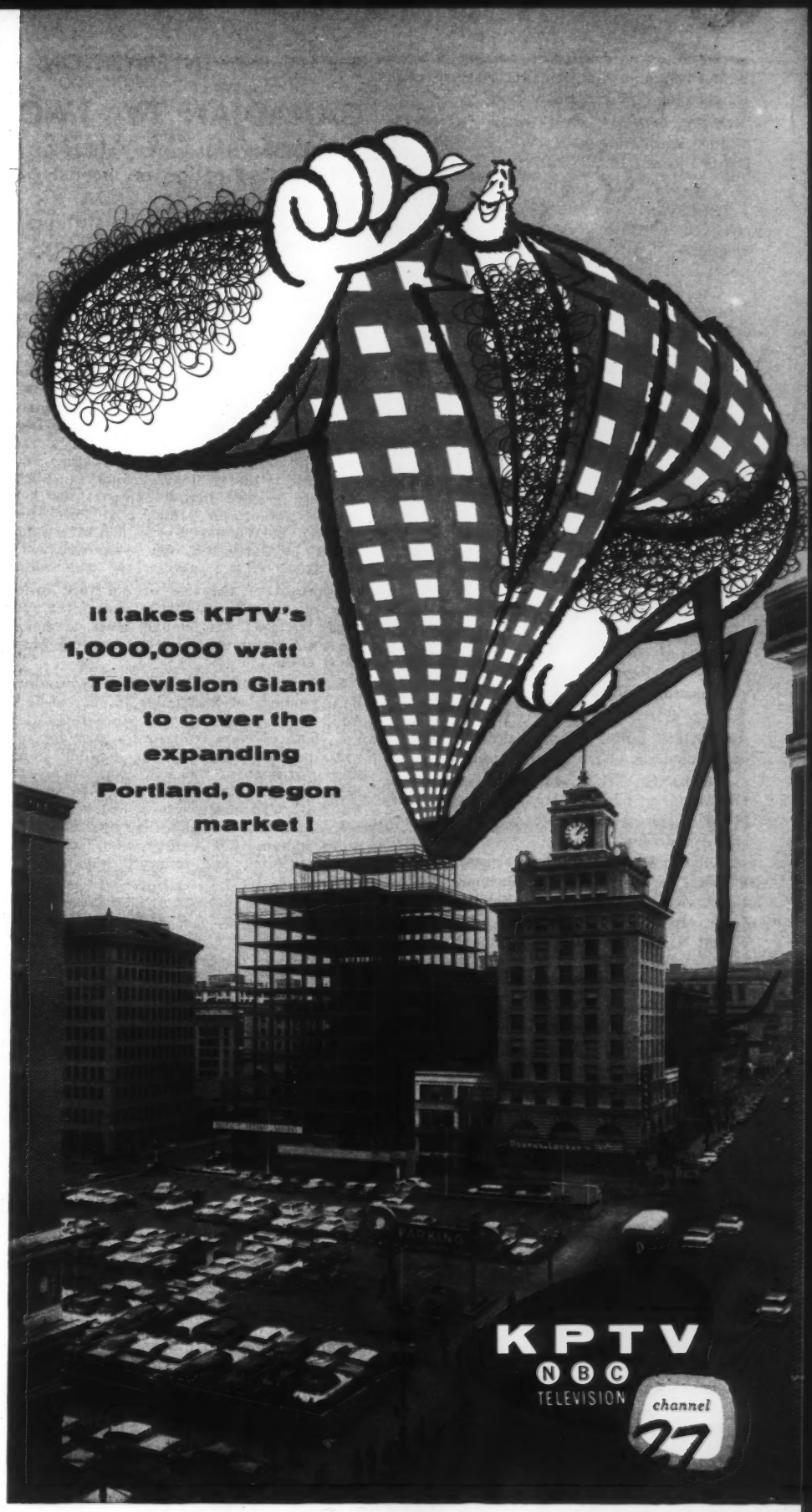
ANNUAL REPORT: Harold E. Fellows, president and chairman of the board

AFTERNOON SESSION

2:15 p.m.-3:30 p.m.

PRESIDING: Mr. Arnoux

POLITICAL TELECAST FORUM: Ad-



A STORER STATION

STORER NATIONAL SALES HEADQUARTERS

TOM HARKER, Vice President in Charge of Sales, 118 East 57th Street, New York ..... ELdorado 5-7690
BOB WOOD, National Sales Manager, 118 East 57th Street, New York ..... ELdorado 5-7690
LEW JOHNSON, Midwest TV Sales Manager, 230 North Michigan Avenue, Chicago ..... FRanklin 2-6498
GAYLE V. GRUBB, V. P., West Coast Sales Manager, 111 Sutter Street, San Francisco ..... SUtter 1-3633

Represented Nationally by NBC Spot Sales

dresses: J. Leonard Reinsch, executive director, WSB-TV Atlanta, Ga.; James C. Hagerty, news secretary to President Eisenhower

OPEN FORUM: Otto Brandt, KING-TV Seattle, Wash.; Edwin K. Wheeler, WWJ-TV Detroit; Robert Heald, chief attorney, NARTB

3:30 p.m.-5 p.m.

TELEVISION BUREAU OF ADVERTISING: Oliver Treyz, president, "Focussing Tv's Spotlight—New Perspective on National and Local Spot"

RADIO PIONEERS DINNER
7:30 p.m.

Thursday, April 19
Registration; Lower Lobby 9 a.m.-5 p.m.

MANAGEMENT CONFERENCE
10 a.m.-12:15 p.m.

PRESIDING: Mr. Hartenbower, KCMO Kansas City, Mo.; co-chairman, 1956 convention committee

OPENING REMARKS: Henry B. Clay, KWKH Shreveport, La., chairman, NARTB Radio Board

THE FUTURE OF RADIO AUDIENCE MEASUREMENT: Dr. E. L. Deckinger, vice president of The Biow Co. and chairman of the Advertising Research Foundation's radio-television ratings review committee

"IT'S YOUR DECISION": Walter E. Wagstaff, KIDO Boise, Idaho, chairman, NARTB radio standards of practice committee

"SELLING YOUR SALESMEN"—A Panel Discussion: Charles H. Tower, manager, NARTB employer-employee relations department, moderator

William T. Earls, general agent, Mutual Benefit Life Insurance Co., Cincinnati; Robert Jones, vice president, WFBR Baltimore; J. C. Luhn, president, Easterling Co., Chicago; Dr. Robert N. McMurry, senior partner, McMurry, Hamstra & Co., Chicago; Todd Storz, president, Mid-Continent Broadcasting Co., Omaha

"THE SCHOFIELD 7": Arthur C. Schofield, advertising and sales promotion director, Storer Broadcasting Co.

"RADIO WEEK RALLY": National Radio Week committee

LUNCHEON
12:45 p.m.

PRESIDING: Mr. Hartenbower

INVOCATION: The Right Reverend Charles L. Street, Suffragan Bishop of Chicago

ADDRESS: To be announced

CONVENTION BUSINESS SESSION
AFTERNOON
RADIO ADVERTISING BUREAU
2:45-5 p.m.

"RADIO: BEST OF THE BIG FOUR": Kevin B. Sweeney, president; John F. Hardesty, vice president—A detailed comparison of radio advertising with other major media for all types of national and regional advertisers

ADJOURNMENT
ANNUAL CONVENTION RECEPTION
6 p.m.

ANNUAL CONVENTION BANQUET
7:30 p.m.

CANADIAN TV, TWO AM'S RECOMMENDED

CBC board of governors takes favorable action on licensing video station for CKDA Victoria, B. C., and radio stations at Portage La Prairie, Man., and Port Hope, Ont.

ONE new television station and two radio stations have been recommended for licensing by the board of governors of the Canadian Broadcasting Corp.

CKDA Victoria, B. C., has been recommended for a tv station on channel 6 with 1.8 kw video and 900 w audio with antenna 269.5 ft. above average terrain. Richard Digby Hughes has been recommended for a radio station license at Portage La Prairie, Man., with 250 w on 1570 kc. Foster M. Russell has been granted license approval for 1 kw daytime station on 1500 kc at Port Hope, Ont. D. B. Williamson was denied a station license at Burlington, Ont., for 500 w on 1320 kc.

Approval of the sale of one-third ownership of CKLW-AM-TV Windsor, Ont., opposite Detroit, was among other actions at the CBC board of governors' meeting March 28 at Ottawa.

Sale of control of CKNW New Westminster, B. C., suburb of Vancouver, B. C., to Inglewood Investments Ltd. and Muro Investments Ltd., both of New Westminster, was approved with the understanding that multiple ownership provisions of the CBC regulations shall be maintained. Sale of the station to Southam Co. Ltd., Vancouver, was denied because this newspaper chain already has control of two radio stations, CJCA Edmonton, and CFAC Calgary, Alta., and minority holdings in a third, CKOC Hamilton, Ont.

The CBC board of governors approved power increases for the following stations: CFRN-TV Edmonton, Alta., from 27.4 kw video to 180.3 kw video and 13.7 kw audio to 90.4 kw audio, on ch. 3 with antenna at 441 ft. above average terrain;

CJIC-TV Sault Ste. Marie, Ont., on ch. 2 from 5.16 kw video to 28 kw video and from 2.58 kw audio to 15 kw audio, with antenna 225 ft. above average terrain;

CKCK-TV Regina, Sask., ch. 2, from 18.9 kw video to 100 kw video, and from 10 kw audio to 53.5 kw audio with antenna 588 ft. above average terrain;

CJET Smith Falls, Ont., from 250 w to 1 kw on 1070 kc; and CJBQ Belleville, Ont., from 250 w on 1230 kc to 1 kw on 800 kc.

Share transfers were approved for CHCT-TV Calgary, Alta., CFCW Camrose, Alta., CKDM Dauphin, Man., CFBC St. John, N. B., CJFX Antigonish, N. S., CKBW Bridgewater, N. S., CKVR-TV Barrie, Ont., CKLB Oshawa, Ont., CJRW Summerside, P. E. I., and in Quebec province CHAD Amos, CKRN Rouyn, CKVD Val D'Or, CKLS La Sarre, CKVM Ville Marie, CHEF Granby, and CKLD Thetford Mines.

British Film Makers Seek Johnston Aid on U. S. Imports

BRITISH Film Producers' Assn. and other British organizations from the theatrical film field have sent a protest telegram to Eric Johnston, Motion Picture Export Assn. president, on behalf of recent large-scale sale of theatrical films by major Hollywood companies to British tv interests. The Britons have asked Mr. Johnston to make MPA member companies

NEW BOARD of Canadian Assn. of Radio & Television Broadcasters attends a directors meeting following the annual CARTB meeting at Toronto, Ont. [B•T, April 2]. (L to r): seated, E. E. Fitzgibbons, CKCO-TV Kitchener, Ont.; Chuck Rudd, CHUB Nanaimo, B. C.; D. A. Gourd, CKRN Rouyn, Que., vice-president; Fred A. Lynds, CKCW-AM-TV Moncton, N. B., president; Hal Crittenden, CKCK-TV Regina, Sask., vice-president; F. Baxter Ricard, CHNO Sudbury, Ont.; John Hirtle, CKBW Bridgewater, N. S.; standing, W. N. Hawkins, CFOS Owen Sound, Ont.; Geoffrey W. Stirling, CJON-TV St. John's, Newfoundland; Al Hammond, CFCF Montreal, Que.; Jack Davidson, Northern Broadcasting Co. Ltd., Toronto, immediate past president; W. Cruickshank, CKNX-AM-TV Wingham, Ont.; Bob Buss, CHAT Medicine Hat, Alberta; Vern Dallin, CFQC Saskatoon, Sask., and M. Finnerty, CKOK Penticton, B. C. Not present when picture was taken were Henri Lepage, CHRC and CFCM-TV Quebec, Que.; Roland Couture, CKSB St. Boniface, Man., and Jack Blick, CJOB Winnipeg, Man.

exclude Britain as a sales area from further film deals with tv interests.

Mr. Johnston's reply was that large Hollywood companies in most cases do not own tv rights now on sale, that independent Hollywood companies are often more directly involved in sale of the theatrical product to tv, and that British moviemakers and exhibitors would be better off to come to New York and discuss problems involved with different companies directly. Mr. Johnston declined to come to London for a discussion.

It is unlikely that the British film producers will go to New York to discuss their proposals.

BBC Reported Considering Shutdown of Radio Channel

THE British Broadcasting Corp. is considering shutting down one of its three radio channels because of television competition, it was reported last fortnight.

The government-owned system may merge its "home" and "light" channels, with the cultural "third program" continuing under another name. It also was reported that another BBC-TV channel may be opened to compensate for the loss of the one radio channel.

American Methods Studied

NINETEEN radio and tv specialists from 12 foreign countries are studying at Boston U. under the sponsorship of the International Educational Exchange Service of the U. S. Dept. of State. After three weeks of studying American methods of broadcasting and administration, the group will be assigned individually to selected U. S. radio and tv stations for three months observation.

CKLW-AM-TV SHARES PURCHASED BY RKO

In recommending approval, CBC board seeks law limiting amount of ownership by foreign investors to 20%.

OVER ONE-THIRD control (2,677 common shares of an 8,000 total) of CKLW-AM-TV Windsor, Ont., has been sold to RKO Distributing Corp. of Canada Ltd., Toronto, and the sale recommended for approval by the Canadian Broadcasting Corp. board of governors at its March 28 meeting in Ottawa.

The CBC board also recommended to the Canadian government that it limit future sale of shares in Canadian broadcasting and television stations to 20% ownership by non-Canadian interests, similar to the foreign ownership in U. S. stations permitted under U. S. law. RKO Distributing Corp. of Canada Ltd., is a subsidiary of RKO Corp. in the U. S.

The CBC board approved the sale "on the condition that there be no further transfer of share ownership, directly or indirectly, to non-Canadian control." Under the sale, two of the directors of Western Ontario Broadcasting Co., owner of CKLW-AM-TV, will be U. S. citizens.

The recommendation stated that "recently the board has heard of several suggestions to transfer control of companies licensed to use Canadian air channels to interests controlled from outside the country. The board finds some difficulty in the fact that there has been no rule, statutory or otherwise, to which applicants, such as the present one, could turn for assistance in establishing the basis upon which their applications will rest. . . . It recommends that the licensing authority give consideration to this matter and to the desirability of a provision relating to the degree of non-Canadian control, direct or indirect, in use of a Canadian air channel, possibly along the lines of the United States provision limiting the amount of alien interest in a licensed station in that country of 20%."

CFCY-TV Lists Rates

CFCY-TV Charlottetown, P. E. I., which expects to be on the air in early June, has released its first rate card. Rates in Class A time start at $190 per hour and $33 per minute. CFCY-TV will be on ch. 13 with 79 kw video and 39.5 kw audio power. Bob Large is manager of CFCY-TV and CFCY. Wanda MacMillan is program traffic manager and A. L. Finley is technical supervisor. The station is represented in Canada by All-Canada Television, Toronto, and in the U. S. by Weed Television, New York.

European Radio-Tv Tour Set

A RADIO-TV tour of Western Europe, providing an opportunity for four-weeks study of radio and tv installations in England and the Continent, is being arranged by Simmons Tours, Cultural Travel Council, 441 Madison Ave., New York 22. The tour is scheduled to get underway in mid-May. West European broadcasters and staff members of Voice of America are cooperating in the travel plans, which include stops at Rome, Venice, Vienna, Salzburg, Innsbruck, Munich, Berlin, Copenhagen, Paris and London. The tour will be led by David Gordon, WPAT Paterson, N. J.

Men Who Know Akron Best*

BUY MOST on WAKR

IN AKRON...

WAKR IS 1st

*Leading
- DEPARTMENT STORES
- SUPER MARKETS
- BANKS
- AUTO DEALERS
- AND OTHERS

IN LOCAL AND NATIONAL SALES

Nationally Represented by WEED AND CO.

RADIO-TELEVISION CENTER

853 Copley Road — Akron 20, Ohio

MR. FELLOWS

RADIO FREE AND HOW IT

MR. FELLOWS: Well, gentlemen, the basic purpose of our being here is for me to get you to discuss and explain the size and depth and breadth of your organization. Let's start right here in Munich and in this building, which is headquarters for your whole European operation, as I understand it. How many studios do you have here?

MR. CONDON: We have 21 studios in this building and a couple of mobile vans which in themselves are complete studios. In fact, they're miniature broadcasting stations because they do have link equipment for getting remote material in here from the outside.

MR. FELLOWS: What is the size of this administration program building? How long is it?

MR. CONDON: The main corridor is 200 meters, which is a little better than 600 feet. There are in this building 350 offices, each of which is about 12 by 12 feet. There are those 21 studios I mentioned, a cafeteria which will take care of a couple of hundred persons, one large studio which will take care of about 100, which we use for audience participation shows and for dramatic productions, and there is an awful lot of corridor space.

We had to do it this way rather than go up more than two or three floors, in order to comply with the local landscaping requirements. It has worked out very well, even though it is sprawling. When we started here with only one station, the Voice of Free Czechoslovakia, in 1951 we were sort of feeling our way; we really didn't know how we were going to do it. This thing has evolved continually and it is continuing to evolve, so we were able with this piece of land, shaped as it is, to add wings as we went along until we got the complex arrangement you see now. I think we are just about settled.

MR. FELLOWS: You mentioned 350 offices and 21 studios, apart from the other areas and working space. How many people do you have here?

MR. BELL: About 1,200 working in the building.

MR. FELLOWS: Full time?

MR. BELL: That is correct.

MR. FELLOWS: Of those 1,200 people, how many are refugees?

MR. CONDON: About 450. We have roughly, in addition to the 1200 people in this building, 200 more outside in our information gathering network. The total strength is about 1,400, of which about 700 are Germans, another 450 or 500 are stateless people or refugees, and about 150 are Americans. There is a total of 38 nationalities in this organization, including one Afghan.

MR. FELLOWS: Why an Afghan?

MR. CONDON: He came in because of special language skills.

MR. FELLOWS: The program side of the picture involves the majority of these people?

MR. BELL: That's right. There are 454 people in the program department.

MR. FELLOWS: Virtually all of your production is taped before it is put on the air, isn't it?

MR. BELL: Almost all of it. The news, of course, is live.

MR. FELLOWS: To me the tape library in this place is unbelievable. Your program content for months past, perhaps all the way back, is right there, isn't it?

MR. BELL: Not all the way back. We erase some of the things, particularly those subjects which are of immediate news interest. They are kept for the necessary number of repeat broadcasts for that day, but such things as dramas and music and others which are not immediate are kept for a longer period of time.

MR. FELLOWS: You might also say this is as big as a network. Didn't you tell me that in effect you are operating five separate radio stations?

MR. CONDON: Yes. We do have five stations here. Moreover, each of these stations is a miniature network in itself because each station broadcasts on five, six, or seven transmitters. They are not all located in close proximity to Munich, so those transmitters have to be fed from the five different stations with land lines and short wave relay.

MR. FELLOWS: I've been told that you are shipping programs out of here all the way to Lisbon for broadcasting and Lisbon is 1,300 miles from here, if I remember correctly. Then at the same time you are broadcasting from other places with up to eight or ten transmitters in various locations shooting at the same time at the same target. Is that correct?

MR. CONDON: That is correct.

MR. FELLOWS: You have all five of these miniature networks operating at once?

MR. BELL: Yes, that's right, so we can cover our five target countries—Poland, Czechoslovakia, Rumania, Bulgaria, and Hungary.

MR. FELLOWS: All operating simultaneously?

MR. BELL: All on the air at the same time.

MR. FELLOWS: How much time?

MR. BELL: Eighteen hours for Poland, Czechoslovakia and Hungary, down to four hours in the case of Rumania and Bulgaria, but we are now expanding those stations.

MR. FELLOWS: In other words, full time operating on these networks?

MR. BELL: Absolutely.

REFLECTING LIFE BEHIND THE CURTAIN

MR. FELLOWS: In my tour around your Radio Free Europe headquarters here I've been amazed to see that although you are serving foreign countries into which you have no entry, your programming is not unlike that in an American community where the radio station attempts to reflect the actual day to day living, the events, the happenings, the progress, the difficulties, the tragedies, that go on in their own back yard. I'm told much of your information comes from this great monitoring system which you have. How many Communist regime stations do you monitor completely every day?

MR. CONDON: We monitor some 30 or 35 regularly and spot check another 12 or 15. We monitor not only the domestic radio stations, the home services of these captive countries, but also their outgoing services.

As you saw here in the building, we have monitors who are listening to Warsaw, Budapest, Bratislava and Prague constantly during the day and who are in a position within a matter of minutes to communicate to our people who can then broadcast back into that country what has just been said to the audience by their own radio station. At times, for instance, we are able to listen to Moscow broadcasting to the outside world and to put the news into the satellite countries before they get it from their own local radio stations, who are waiting for clearance to come down from the Kremlin.

MR. FELLOWS: Another thing that fascinates me is the tremendous filing system you have. I don't know just how to describe it, but as I saw it yesterday it seemed to me that every single thing that you take from your monitoring is carefully gone over by a whole group of people and then each little item that concerns,

EUROPE, OPERATES

AN INTERVIEW by Harold E. Fellows, president of NARTB, with Richard Condon, European director, and Theodore Bell, program manager, of Radio Free Europe. The interview occurred in Munich during Mr. Fellows' tour of the continent.

MR. CONDON

MR. BELL

say, the life of a minor regime official who may be on the up, is all filed away, so that if a year from now something happens and he winds up in Moscow in a prominent position, in a matter of moments you could tell the people of his own country his entire background and explain a lot of things they may not have known. Where is this monitoring done?

MR. CONDON: Schleissheim is the chief place for it. We have one other location, because we weren't able to pick up one station which is further away, but Schleissheim is the place where all the words, the teletype copy, the printed copy come in. We churn up some 220,000 words a day out of Schleissheim. It all comes into this building where it is used in programming and then goes to build up these evaluation files, as we call them.

These files are run just as the stations are, on a national basis. Just about every bit of information that has come to light in the last five years on these countries is entered there on cards which form an index to the background material. This material also contains not only the monitoring, but information which comes in from our news gathering bureaus, which are active in interviewing refugees and travelers—sources which have information about these countries.

Before any information is used in broadcasting, it is checked against this material in the files for fact and then goes to make a part of the system you just described. We think here, and we have been told by just about everybody who comes to do research on Europe, that these files contain more current information on these captive countries than exists anywhere else in the world.

MR. FELLOWS: Apart from your monitoring efforts and activities, you subscribe to every single daily newspaper in these five countries, don't you, and every current publication and magazine?

MR. CONDON: Every one we can get our hands on. Some are banned for export and difficult to come by. It helps us a lot to get a Prague newspaper and be able to go on the air as quickly as possible. At one time we could get the Prague morning daily the same afternoon and go on the air that evening with a program called *The Other Side of the Current Coin*. We would say "Open up the *Rude Pravo* of this morning to page two. Look at column four. Now, you see that story there; here is the other side of the coin." We don't get it that fast any more.

MR. BELL: No, it is coming in about a day late.

MR. CONDON: However, we are able to do the same kind of program on their broadcasts the same day. We can monitor their radio stations and then go on the air within a matter of minutes refuting a false story.

MR. FELLOWS: If I remember correctly, you have on this *The Other Side of the Current Coin* practically a one-hour schedule from the time you receive this information to the time you go back on the air to interpret it to the people of this country?

MR. BELL: That is correct. There is a custom in Europe, different than in the United States, of using the lead editorial of the paper on the regime stations.

MR. FELLOWS: What is the general content of a day in your broadcasting, for instance, to Poland? How much of it is news, what other types of program material are used?

MR. BELL: Well, this is a pretty well-rounded station, very much like any American station, except for a heavy emphasis on news and political commentaries. Political commentaries here are something we can hardly compare to anything in the United States. Political commentary could even include a remark about the youth situation.

MR. FELLOWS: You mean that almost everything is considered political?

MR. BELL: Yes. The word "political" here certainly has not the same connotation as it does in the United States. But even with the heavy increase of this kind of thing as against what we do in America, we also have ordinary dramas, music, quizzes, daytime serial shows and all the other things you find in any American radio station.

MR. FELLOWS: I was interested to learn that you have disc jockeys.

MR. BELL: We have them, although they are not the happy-go-lucky type of disc jockey. There is a certain political note in what they say regarding the music and there is a political note in the music itself, because we try to play music that they are not allowed to have. That has changed considerably, because jazz is coming up.

MR. FELLOWS: Before we leave this, I think we could recapitulate your sources of information. They start with this monitoring system?

MR. CONDON: The monitoring system, yes. Then there's our own information gathering network—15 bureaus ringing the Curtain all the way from Stockholm to Istanbul and including offices in places like Berlin, London and Paris.

For news from behind the Curtain, the bureaus and the monitoring are the two prime sources, and newspapers of course are another prime source. Additionally, we have several western press agencies servicing us with news from the West and the rest of the world.

MR. FELLOWS: Don't you depend to some degree on the escapees, too?

MR. CONDON: Yes, we do. Escapees coming out can give us their own stories and a picture of attitudes and life within their country, as well as economic and political conditions.

GERMANY TO PORTUGAL TO TARGET

MR. FELLOWS: I'd like to backtrack a minute to clear up a point of engineering. Although your studios are here, right next door to the Iron Curtain, some of your transmitters are 1,300 miles away in Lisbon. Probably any engineer knows the answer, but for the benefit of non-engineers like me, can you explain why you send your programs half way across Europe to Lisbon and broadcast them back from there?

MR. CONDON: Without getting into technicalities too deeply, let me say that it's a matter of the propagation characteristics of short wave. You see, a frequency is used as a function of time and distance—not only the time of day, but also the time of year. We can get into our target areas from Lisbon on other frequencies than those which we use from Germany. This helps us quite a bit in combatting jamming because the jammer has to be the same distance away from the target as we are. When we transmit from Lisbon, we give the listener a couple of more chances to get us on his receiver than he would have if we were broadcasting only from here in Germany.

MR. FELLOWS: If he gets you from here he is more likely to get you from middle wave than short wave, isn't he?

MR. CONDON: No, short wave. We have one medium wave transmitter here, but we have short wave transmitters up at Biblis, which is a couple of hundred miles away from here and still in Germany. They are on different bands than the transmitters in

Lisbon, so that the listener in the target country, if he finds we are jammed on one wave length, moves to another one. There is always the seasonal variation business, where the frequency from Lisbon comes in better than the ones from Biblis, or vice versa.

MR. FELLOWS: In effect, if you had the Lisbon transmitters here in Munich, with the same power, under given circumstances you would wind up with a prime target somewhere in Pakistan instead of Czechoslovakia?

MR. CONDON: Absolutely. We have to use the same frequencies from Germany even if we had the transmitters here, and that wouldn't be very gainful.

MR. FELLOWS: I was interested in the way you check on your operations. Don't you have three outposts—in Berlin, in Vienna and in Istanbul where someone is always monitoring the material to see how well you are getting into those three points just outside the Iron Curtain?

MR. CONDON: That's right. They do a technical monitoring job, as we call it here. Their reports will show that we may be

A "FREEDOM SCROLL" urging support of Radio Free Europe is presented by Mr. Fellows to Mr. Condon on behalf of Washington, D. C., broadcasters. At the ceremony are (l to r): Padeusz Zawadzki, Polish desk; Noel Bernard, Rumanian desk chief; Andor Gellert, Hungarian desk chief, and Julius Firt, Czech desk chief, all Radio Free Europe officials.

jammed on one or two or three frequencies, but there are always one or two open and clear.

MR. FELLOWS: They show which ones are coming through that day?

MR. CONDON: Yes, and that always gives us a good check as to what frequencies are the best to use any particular time of year and day. They send us here in Munich daily reports which indicate during the day on which they are reporting which stations got through and how well they were received.

MR. FELLOWS: Didn't I hear that you hardly dare estimate just how many jamming stations the Soviets have, but certainly there are 200?

MR. CONDON: Yes, I would say so. The total Soviet jamming effort was estimated a couple of years ago at almost 1,000 transmitters, but that is for everything, Voice of America, BBC, Radio France, the Vatican, Radio Madrid, and so on.

MR. FELLOWS: Can't you tune a receiver here and determine which stations are being jammed?

MR. CONDON: Yes, although this isn't as good a check as a place like Vienna for Hungary, because Vienna is almost in the target area.

MR. FELLOWS: One thing I thought particularly interesting is that these jammers operate in wolf packs. One fellow is a leader and he sends out a signal and tells everybody to come on this one frequency and kick the devil out of it. Is that right?

MR. CONDON: Yes. He has a code number for his group. When he comes up on a frequency with his code number, all of the other wolves go along with him and sit on that frequency.

MR. FELLOWS: Did I get it correctly that no one here that is connected in this amazing work—the Voice of America, yourselves, Radio Liberation—has engaged in jamming. All the jamming is from the other side?

MR. CONDON: That is right. We never jammed, even during the war. Jamming is, after all, a rather negative thing. It is an admission of weakness and it is also expensive. If we had more money, I think what we would do, if we could get the channels of course, would be to hang more transmitters on to the program or more power on to the output rather than go into a thing like jamming.

MR. FELLOWS: Your answer to jamming, then, is the technique of having a number of transmitters sending to the same target, so if they jam one or two frequencies you still have some left to get your signal through. Is that right?

MR. CONDON: That is correct and there's also the fact that we are on the air all day.

MR. FELLOWS: What's this thing you use which you refer to as a Block Buster?

MR. CONDON: That is our saturation broadcast which we use after midnight. We take 22 transmitters and put them into each of three countries, consecutively.

MR. FELLOWS: All bearing simultaneously on one country at a time?

MR. CONDON: Yes, and then successively on the other two countries.

MR. FELLOWS: And any time you are in this overall simultaneous effort, it is impossible to jam you?

MR. CONDON: That is right. Somebody can certainly get us there; he has 22 chances.

MR. FELLOWS: Do you tell the people of those countries that you are going to concentrate on them at a given time?

MR. CONDON: That is now standard practice every night after midnight.

MR. FELLOWS: There is a general concept throughout the United States that Radio Free Europe is sort of a temporary measure. It has been going on quite a while now, but it started with the idea that this was something that might go down in a few months or a year or two. It looks almost permanent to me. How long do you think it's going to continue?

MR. CONDON: We still use the phrase "Cold War" because, despite peaceful coexistence or competitive coexistence, these countries are not free. They do not have the right of electing free governments as we have and until that day comes, there is a job here for us to do.

We—along with our companion operation, the Free Europe Press, the balloon leaflet part of the business—are the only voices of opposition that exist in these countries. We are the only instruments of communication for the members of that opposition—and by opposition I don't mean any resistance or organized resistance group. This is something we do not encourage because it will get one nowhere. But until there are free elections and these people can elect governments of their own democratic choosing, it is certainly up to us to provide a voice for the opposition.

This, we think, as the years go by is a great symbol of hope. It is about the only thing that they can look to and say: "We do have a free press and radio. It is outside the country, but it is nevertheless the thing that is sustaining the opposition that already exists among the people."

I think if we let that go, we'd leave them without hope.

MR. FELLOWS: How about winding this up with a brief message to your fellow broadcasters in America?

MR. CONDON: We feel that the support of the people of the United States and, in this instance, particularly of the broadcasters in getting our message across to the people, is something without which we simply couldn't continue.

U. S. GROUP AGAIN HITS FILM PLAN FOR OLYMPICS

CBS, NBC, INS-Telenews, and UP Movietone News send cable to Australian organizing committee terming as 'completely unacceptable' proposal to sell coverage of events.

THE AUSTRALIAN Olympics Organizing Committee's plan to sell film coverage of the November Olympics games in Melbourne was termed "completely unacceptable" last week by CBS, NBC, INS-Telenews, and UP Movietone News, the principal organizations furnishing news film for U. S. television [CLOSED CIRCUIT, April 2].

The four agencies reiterated their stand for free access to coverage of news events in a cable for presentation to the Australian committee at a meeting scheduled for last Wednesday. They have the backing of Canadian Broadcasting Corp., British Broadcasting Corp., and the commercial tv interests in Great Britain as well as ABC-TV, which is serviced by Telenews.

The Olympics Organizing Committee at Melbourne had been reported on March 27 to be considering a plan to retain to itself the rights to film the finals of all Olympics events. Chairman William Kent Hughes announced that the committee had invited worldwide bids by April 27 for film tv rights to the games. He said the committee was considering a plan to contract for the coverage and then market the film itself. One price reportedly mentioned for world tv rights was $168,000.

The U. S. networks and news film companies had said previously that they would support a pool system which would pay the actual expenses incurred by the film companies to obtain the coverage. But they have opposed any payment of royalties or other fees above actual cost for the coverage, insisting on the principle of free access limited only by the physical limitations of the stadium.

In their message last week, the U. S. group again acknowledged that television pays for rights for complete live coverage of sports events in many cases, but pointed out that this issue is "completely separate" from that of newsfilm coverage, which is "never barred or charged." Television news has gained worldwide acceptance as an "important news medium" and the Australian committee should not discriminate against it, they maintained.

The U. S. group included William R. McAndrew and Len Allen, NBC; John Day and Frank Donghi, CBS; Burt Reinhardt, Movietone News, and William Montague, Telenews.

INTERNATIONAL PEOPLE

John A. Winter, formerly with Cockfield, Brown & Co. Ltd., Montreal, and **Kenneth A. MacKenzie,** vice president, Miller Commercial Displays Ltd., to Kenyon & Eckhardt Ltd., Montreal, as radio-television manager and account executive, respectively. **Robert P. Young,** copy and public relations man, MacLaren Adv., Montreal, to Kenyon & Eckhardt Ltd., Montreal, as copywriter. **William G. M. Haire,** formerly with McKim Adv., Montreal, to K&E, Montreal, as staff artist.

Donald Manson, formerly general manager of Canadian Broadcasting Corp., Ottawa, and advisor to CBC since his retirement two years ago, appointed director and special advisor of S. W. Caldwell Ltd. (equipment and program distributor), Toronto.

Advertisement

From where I sit *by* Joe Marsh

They Travel "In Class"

Our high school correspondent says that Economics and Geography students are going in for "grass roots" studying.

They're going to charter buses and take off on Operation See-For-Yourself—have a ten-day look at some of the things they've been studying about.

As I remember, it was hard to keep your mind on schoolbooks at this time of year. Today's kids can give in to that old urge to bust out of the classroom—with a clear conscience. Wish they'd take me along.

From where I sit, it doesn't hurt us adults, *either, to get out and see how the rest of the country lives. We find the "typical American" doing everything from herding cattle to flying planes . . . with everything from steak to chowder for his favorite dish . . . everything from beer to buttermilk for his favorite beverage. And the more we study our* differences *the more we learn how* alike *everyone is underneath.*

Joe Marsh

Copyright, 1956, United States Brewers Foundation

8846-P

Boston's
Fastest
Rising
Radio Station
WCOP — the biggest lift to advertisers and audience!
and here's why—
Currently tied for third in total 7 day average audience (Pulse) and climbing steadily!
Best cost per thousand Buy among all MAJOR Boston STATIONS!
Most popular record spinners and newscasters by independent surveys!
FOR YOUR LIFT IN BOSTON, contact . . .
WCOP
Boston
5000 watts
on 1150
REPRESENTED NATIONALLY BY WEED & COMPANY

CBS-TV AFFILIATES PLAN CHICAGO MEETING

General business meeting of television network station personnel will be held Friday-Saturday prior to NARTB convention also in Chicago. Formalization of affiliate organization to be discussed.

MORE than 300 officials of CBS-TV affiliates were reported last week to have signed up for attendance at the second general conference of CBS-TV affiliates, to be held Friday and Saturday at the Conrad Hilton Hotel in Chicago.

The meeting, scheduled on the eve of next week's NARTB convention at the Hilton, will open at 10:15 a.m. Friday and include a luncheon Friday with CBS Inc. President Frank Stanton as principal speaker, a banquet Friday night, and another luncheon Saturday in addition to the business sessions on both days [B•T, April 2].

President J. L. Van Volkenburg will head the CBS-TV delegation, which includes key executives who will report to the affiliates on developments and plans in their respective departments. C. Howard Lane of KOIN-TV Portland, Ore., heads the affiliates in his role as chairman of the CBS Television Affiliates Assn. During the course of the meeting, the question of by-laws for a more formal organization of the affiliates is slated for discussion

Pre-registration for the meeting, as released by CBS-TV last Thursday, includes the following (except where otherwise indicated, the delegates are registered at the Conrad Hilton):

Paul Adanti, WHEN-TV Syracuse; John S. Allen, WTVJ (TV) Miami; H. E. (Hap) Anderson, WDEF-TV Chattanooga; M. W. Armistead III, WDBJ-TV Roanoke; H. Leslie Atlass, WBBM-TV Chicago (hotel not indicated); James T. Aubrey Jr., KNXT (TV) Los Angeles (Blackstone).

Joseph M. Baisch, WREX-TV Rockford, Ill.; T. B. Baker Jr., WLAC-TV Nashville (hotel not indicated); Paul R. Bartlett, KFRE-TV Fresno; A. J. Bauer, WINK-TV Fort Myers, Fla.; Ben Baylor, WINT (TV) Fort Wayne (Blackstone); Fred Beard, WWL New Orleans (hotel not indicated); Edgar T. Bell, KWTV (TV) Oklahoma City (Blackstone); Ridley Bell, WRBL-TV Columbus, Ga. (hotel not indicated); N. L. Bentson, KELO-TV Sioux Falls, S. D.; John W. Boler, KCJB-TV Minot, N. D.; John Bone, WNAO-TV Raleigh.

Richard A. Borel, WBNS-TV Columbus, Ohio (hotel not indicated); Thomas C. Bostic, KIMA-TV Yakima, Wash.; M. N. Bostick, KWTX-TV Waco, Tex.; J. L. Bowden, WKBN-TV Youngstown, Ohio; Clayton Brace, KLZ-TV Denver (hotel not indicated); Kenyon Brown, KFEQ-TV St. Joseph, Mo. (Blackstone); Walter Brown, WSPA-TV Spartanburg, S. C.; Edmund C. Bunker, WXIX (TV) Milwaukee (Blackstone); F. E. Busby, WTVY (TV) Dothan, Ala.; Richard Butterfield, WARD-TV Johnstown, Pa.

Hartwell Campbell, WNCT (TV) Greenville, N. C.; V. E. Carmichael, KWK-TV St. Louis (Ambassador); Murray Carpenter, WTWO (TV) Bangor, Me.; L. E. Caster, WREX-TV Rockford, Ill.; Thomas Chauncey, KOOL-TV Phoenix, Ariz. (Ambassador); Henry B. Clay, KTHV (TV) Little Rock; Neil D. Cline, WHAS-TV Louisville (Ambassador-W).

Roger W. Clipp, WNBF-TV Binghamton, N. Y.; Wilton Cobb, WMAZ-TV Macon, Ga.; John C. Cohan, KSBW-TV Salinas-Monterey, Calif.; George D. Coleman, WGBI-TV Scranton, Pa.; R. T. Convey, KWK-TV St. Louis (Ambassador); Maurice Corkin, WHBF-TV Rock Island, Ill. (Sherman); Oscar P. Covington, WCOV-TV Montgomery, Ala.; Charles Crutchfield, WBTV (TV) Charlotte, N. C. (Ambassador-E).

Ray E. Dady, KWK-TV St. Louis (Ambassador); Howard Dahl, WKBT (TV) La Crosse, Wis. (hotel not indicated); Harold P. Danforth, WDBO-TV Orlando, Fla.; Glover Delaney, WHEC-TV Rochester, N. Y.; Charles N. Derose, WHYN-TV Holyoke, Mass.; Gene Deyoung, KERO-TV Bakersfield, Calif.; Sam Cook Digges, WCBS-TV New York (Blackstone); Robert Dillon, KRNT-TV Des Moines (Blackstone); Jack O. Downey, WGTH-TV Hartford, Conn.; J. C. Drilling, KJEO (TV) Fresno, Calif.; Richard D. Dudley, WSAU-TV Wausau, Wis.; Helen S. Duhamel, KOTA-TV Rapid City, S. D.; George R. Dunham, WNBF-TV Binghamton, N. Y.

James A. Ebel, KOLN-TV Lincoln, Neb.; Vance Eckersley, WGBI-TV Scranton, Pa.; William J. Edwards, WKNX-TV Saginaw, Mich.; Gene Ellerman, WWTV (TV) Cadillac, Mich. (hotel not indicated); Robert D. Ellis, KKTV (TV) Colorado Springs; Richard C. Evans, KGMB-TV Honolulu, Hawaii; Hayden R. Evans, WBAY-TV Green Bay, Wis.

Don Faust, WJRT (TV) Flint, Mich.; John E. Fetzer, WKZO-TV Kalamazoo, Mich.; Deane Flett, KSLA-TV Shreveport, La.; Joseph Floyd, KELO-TV Sioux Falls; Frank P. Fogarty, WOW-TV Omaha; Edward Frech, KFRE-TV Fresno, Calif.; George T. Frechette, WSAU-TV Wausau, Wis.

Creighton E. Gatchell, WGAN-TV Portland, Me.; Tom E. Gibbens, WAFB-TV Baton Rouge, La.; Rod Gibson, WSTV-TV Steubenville, Ohio; Kenneth R. Giddens, WKRG-TV Mobile, Ala.; Jack Gilbert, KHOL-TV Kearney, Neb.; Albert J. Gillen, WHAS-TV Louisville (Ambassador-W); Earl Glade Jr., KBOI-TV Boise; Alex Gold, KLAS-TV Las Vegas; Paul H. Goldman, KNOE-TV Monroe, La. (hotel not indicated).

Sydney A. Grayson, KSYD-TV Wichita Falls, Tex.; Herman M. Greenspun, KLAS-TV Las Vegas; Humboldt J. Greig, WHUM-TV Reading, Pa.; Glenn C. Griswold, KFEQ-TV St. Joseph, Mo. (Blackstone); Harold F. Gross, WJIM-TV Lansing, Mich. (hotel not indicated); J. Robert Gulick, WGAL-TV Lancaster, Pa.

Saul Haas, KIRO Seattle; Allen L. Haid, WSPD-TV Toledo; J. Haldi, WBNS-TV Columbus, Ohio (hotel not indicated); Payson Hall, Meredith Pub. Co., Des Moines; George Hamilton WIMA-TV Lima, Ohio; Harold J. Hamilton, KHOL-TV Kearney, Neb.; Betty Handy, KRCG-TV Jefferson City, Mo. (hotel not indicated); John W. Harkrader, WDBJ-TV Roanoke; Austin A. Harrison, KSWM-TV Joplin, Mo.; E. K. Hartenbower, KCMO-TV Kansas City, Mo.; George Hartford, WTOP-TV Washington (Sheraton).

E. A. Hassett, KDUB-TV Lubbock, Tex.; John S. Hayes, WTOP-TV Washington (Sheraton); A. R. Hebenstrait, KGGM-TV Albuquerque; J. N. Heffron, KOTA-TV Rapid City, S. D.; James W. Hicks, WRDW-TV Augusta, Ga.; A. G. Hiebert, KTVA (TV) Anchorage, Alaska; James W. Higgins, WCNY-TV Watertown, N. Y.; J. M. Higgins, WTHI-TV Terre Haute; Len Higgins, KTNT-TV Tacoma; Luther Hill, KRNT-TV Des Moines (Blackstone); Swan Hillman, WREX-TV Rockford, Ill.; Oscar C. Hirsch and Robert O. Hifrsch, KFVS-TV Cape Girardeau, Mo.

James Hobbs, WSPA-TV Spartanburg, S. C.; Phil Hoffman, KLZ-TV Denver (hotel not indicated); Mrs. Douglas Holcomb, WGBI-TV Scranton, Pa.; Ben F. Hovel, WKOW-TV Madison; Barron Howard, WRVA-TV Richmond; Rex Howell, KFXJ-TV Grand Junction (hotel not indicated); Harry Huey, KZTV (TV) Reno; Ray Huffer, KTVH (TV) Hutchinson, Kan.; B. W. Huiscamp, WKOW-TV Madison; Frank Huntress Jr., KENS-TV San Antonio (Blackstone); Walter E. Hussman, KCMC-TV Texarkana, Tex.-Ark.

Glenn Jackson, WAGA-TV Atlanta; E. K. Jett, WMAR-TV Baltimore (hotel not indicated); Albert D. Johnson, KENS-TV San Antonio (Blackstone); Leslie C. Johnson, WHBF-TV Rock Island, Ill. (Sherman); Richard E. Jones, KXLY-TV Spokane, Wash.; Rogan Jones, KVOS-TV Bellingham, Wash.; Wallace Jorgenson, WBTV (TV) Charlotte, N. C. (Ambassador-E).

J. C. Kellam, KTBC-TV Austin, Tex.; Gaines Kelley, WFMY-TV Greensboro, N. C.; Robert J. Kerns, WBRC-TV Birmingham, Ala.; Stanton P. Kettler, Storer Broadcasting Co. Miami Beach; Alfred H. Kirchhofer, WBEN-TV Buffalo; Norman Knight, WNAC-TV Boston (Ambassador-E); Ewald Kockritz, Storer Broadcasting Co., Miami Beach; Marian Y. Komar, KLAS-TV Las Vegas; Milton Komito, WTAP (TV) Parkersburg, W. Va.; Worth Kramer, WJRT (TV) Flint. Mich.

Robert Lambe, WTAR-TV Norfolk (Blackstone); Howard C. Lane, KOIN-TV Portland, Ore. (Drake); T. B. Lanford, WJTV (TV) Jackson, Miss.; Al Larson, Meredith Pub. Co., Des Moines; Philip G. Lasky, KPIX (TV) San Francisco; John J. Laux, WSTV-TV Steubenville, Ohio; Val Lawrence, KROD-TV El Paso, Tex. (hotel not indicated); C. N. Layne, KID-TV Idaho Falls; William Lewis, WROW-TV Albany, N. Y.; Herbert R. Levy, WEHT (TV) Evansville, Ind.; Winston Linam, KSLA-TV Shreveport, La.; C. B. Loeke, KFDM-TV Beaumont, Tex.; Ben Ludy, WIBW-TV Topeka (hotel not indicated); Harold C. Lund, KDKA-TV Pittsburgh, Erwin F. Lyke, WVET-TV Rochester, N. Y.

R. W. Mack, WIMA-TV Lima; Guy Main, WCIA (TV) Champaign, Ill.; Rudy Marcoux, WTWO (TV) Bangor, Me.; Glenn Marshall Jr., WMBR-TV Jacksonville, Fla.; Stuart T. Martin, WCAX-TV Burlington, Vt.; George Mayoral, WORA-TV Mayaguez, P. R.; Bruce McConnell and Robert McConnell, WISH-TV Indianapolis; H. Moody McElveen Jr., WNOK-TV Columbia, S. C. (hotel not indicated); Don McGannon, Westinghouse Broadcasting Co., New York City; Frank C. McIntyre, KLIX-TV Twin Falls, Idaho; William McNally, WCCO-TV Minneapolis, Minn. (Blackstone); George Mead, WSEE-TV Erie, Pa. (Blackstone); Edward T. Meredith, Meredith Pub. Co. Des Moines; August C. Meyer and Mrs. C. R. Meyer, WCIA (TV) Champaign, Ill.; Bill Michaels, WJBK-TV Detroit; Merritt Milligan, KHQA-TV Quincy, Ill.; Frank Mitchell, KIMA-TV Yakima; E. S. Mittendorf, KOPO-TV Tucson (hotel not indicated); Bob Moody, WHIO-TV Dayton; Kenneth Morton, KOOL-TV Phoenix (Ambassador); A. J. Mosby, KGVO-TV Missoula, Mont.; D. Lennox Murdoch, KSL-TV Salt Lake City (hotel not

indicated); Thomas S. Murphy, WROW-TV Albany, N. Y.; Robert Myers, WCIA (TV) Champaign, Ill.; John F. North, WDXI-TV Jackson, Tenn.; John H. Norton Jr., WMTW (TV) Mt. Washington, N. H.

Herbert R. Ohrt, KGLO-TV Mason City, Iowa; J. E. O'Neill, KJEO (TV) Fresno, Calif.; Frank Palmer, WSEE-TV Erie, Pa. (Blackstone); Carter M. Parham, WDEF-TV Chattanooga; John F. Patt, WJRT (TV) Flint, Mich. (hotel not indicated); C. P. Persons, WKRG-TV Mobile, Ala.; C. Wrede Petersmeyer, KOTV (TV) Tulsa.

Jack Petrick, WORA-TV Mayaguez, P. R. (hotel not indicated); Harold V. Phillips, WTVH (TV) Peoria, Ill. (hotel not indicated); R. Morris Pierce, WINT (TV) Fort Wayne (Blackstone); Jack Poor, WNAC-TV Boston (Ambassador-E); William B. Quarton, WMT-TV Cedar Rapids; J. William Quinn, WBTW (TV) Florence, S. C. (Ambassador-E).

Odin S. Ramsland, KDAL-TV Duluth, Minn. (hotel not indicated); Jerome Reeves, WBNS-TV Columbus, Ohio (hotel not indicated); J. Leonard Reinsch, WHIO-TV Dayton; Clyde W. Rembert, KRLD-TV Dallas; Robert M. Reuschle, WLAC-TV Nashville (hotel not indicated); Donald W. Reynolds, KZTV (TV) Reno; Pat Rice Jr., WRDW-TV Augusta, Ga.; O. E. Richardson, WFAM-TV Lafayette, Ind. (hotel not indicated); James C. Richdale Jr., KOTV (TV) Tulsa; Robert Ridder, WCCO-TV Minneapolis (Blackstone); William Rina, Storer Broadcasting Co., Miami Beach; Aaron B. Robinson, WDXI-TV Jackson, Tenn.; W. D. Rogers, KDUB-TV Lubbock, Tex.; Walter J. Rothschild, KHQA-TV Quincy, Ill.; Gunnar Rugheimer, Canadian Broadcasting Co., Toronto, Canada (hotel not indicated); James D. Russell, KKTV (TV) Colorado Springs; Lee Ruwitch, WTVJ (TV) Miami; Cecil M. Sansburg, WEHT (TV) Evansville, Ind.; John H. Schacht, KBET-TV Sacramento, Calif. (Morrison); Oscar Schloss, WIIC (TV) Pittsburgh, Pa.; Arnold F. Schoen Jr., WPRO-TV Providence (hotel not indicated); Colin M. Selph, KEYT (TV) Santa Barbara, Calif. (University Club); L. M. Sepaugh, WJTV (TV) Jackson, Miss.

E. C. Severson, WKOW-TV Madison; Frank Shakespeare, WCBS-TV New York (Blackstone); John Shay, WTVJ (TV) Miami; Victor A. Sholis, WHAS-TV Louisville (Ambassador-W); Henry P. Slane, WTVH (TV) Peoria (hotel not indicated); Frank Smith, WROW-TV Albany, N. Y.; Hugh Smith, WCOV-TV Montgomery, Ala.; John J. Smith, WWTV (TV) Cadillac, Mich. (hotel not indicated); Roy A. Smith, WLAC-TV Nashville (hotel not indicated); George Steffy, WNAC-TV Boston (Ambassador); Charles Stone, WMBR-TV Jacksonville, Fla.; George B. Storer Sr. and George B. Storer Jr., Storer Broadcasting Co., Miami Beach; W. H. Summerville, WWL New Orleans (hotel not indicated).

Dave Taft, WKRC-TV Cincinnati; Hulbert Taft Jr., WKRC-TV Cincinnati; Paul E. Taft, KGUL-TV Galveston; R. D. Thomas, WBNS-TV Columbus, Ohio (hotel not indicated); C. Robert Thompson, WBEN-TV Buffalo; Donald W. Thornburgh, WCAU-TV Philadelphia (Ambassador-E); Robert R. Tincher, KVTV (TV) Sioux City, Iowa (Blackstone); John W. Tinnea, KWK-TV St. Louis (Ambassador); Walter Tison, WTVT (TV) Tampa; George R. Torge, WBEN-TV Buffalo; Kenneth I. Tredwell, WBTV (TV) Charlotte, N. C. (Ambassador-E); Cecil L. Trigg, KOSA-TV Odessa, Tex. (hotel not indicated).

Fred Vance, KWTV (TV) Oklahoma City (Blackstone); Charles Vanda, WCAU-TV Philadelphia (Ambassador-E); F. Van Konynenburg, WCCO-TV Minneapolis (Blackstone); Lew Van Nostrand, WMT-TV Cedar Rapids (hotel not indicated); Lee Wailes, Storer Broadcasting Co. Miami Beach; G. Pearson Ward, KTTS-TV Springfield, Mo.; J. B. Watkinson, KIMA-TV Yakima.

Stewart Watson, WKOW-TV Madison; Dick Watts, KROD-TV El Paso, Tex. (hotel not indicated); Roland Weeks, WCSC-TV Charleston, S. C.; Neal B. Welch, WSBT-TV South Bend, Ind.; Charles West, WTVH (TV) Peoria, Ill. (hotel not indicated); Mel Wheeler, WJDM-TV Panama City, Fla.; Frank Whisenant, WMSL-TV Decatur, Ala. (hotel not indicated); George Whitney, KFMB-TV San Diego (hotel not indicated); Ben Wickham, WJW-TV Cleveland; Ben Williams, WTOC-TV Savannah, Ga.

Jean G. Williams, WGAN-TV Portland, Me.; Warren Williamson Jr., WKBN-TV Youngstown, Ohio; Walter M. Windsor, KCMC-TV Texarkana, Tex.-Ark.; Howard H. Wolfe, WKNX-TV Saginaw, Mich.; Louis Wolfson, WTVJ (TV) Miami; Robert D. Wood, KNXT (TV) Los Angeles (Blackstone); J. W. Woodruff Jr., WRBL-TV Columbus, Ga. (hotel not indicated); Hoyt B. Wooten, WREC-TV Memphis (Morrison); Jay Wright, KSL-TV Salt Lake City (hotel not indicated); Melvin B. Wright, KGMB-TV Honolulu, Hawaii; Robert F. Wright, WTOK-TV Meridian, Miss.

KGHF Joins Intermountain

KGHF Pueblo, Colo., last week joined the Intermountain Network in addition to its basic affiliation with ABC and its affiliation with Mutual. The station replaces KCSJ Pueblo as the Intermountain affiliate in the Pueblo market, with the latter station now an independent operation, according to an Intermountain spokesman.

KRIS-TV Corpus Christi, Tex. (ch. 6), which plans to go on the air April 29, has signed with NBC as an optional interconnected affiliate. At the signing are (l to r) Allan Bengtson, NBC station relations representative; Don Mercer, NBC director of station relations, and T. Frank Smith, station president.

Affiliates to Hear ABC Report in Chicago

ABC's radio and tv affiliates will receive an "overall report" from network officials April 15 at Chicago's Conrad Hilton Hotel coincident with the opening of the NARTB convention, ABC is announcing today (Monday).

At the joint radio-tv session—set for 2 p.m. in the Hilton's Waldorf Room—ABC President Robert E. Kintner will deliver the main talk. Later, separate ABC-TV and ABC Radio affiliate meetings will be addressed by Mr. Kintner and Leonard Goldenson, AB-PT president.

ABC executives scheduled to attend the joint session include: James Connolly, vice president in charge of the San Francisco office; Michael J. Foster, vice president in charge of press information and advertising; Robert H. Hinckley, vice president in charge of the Washington office; Harry Jacobs, chief engineer, San Francisco; Ernest Lee Jahncke Jr., vice president and assistant to the president; Charles Cocher, chief engineer, Detroit; William Kusack, manager, engineering, Central Div.; Frank Marx, vice president in charge of engineering and special services; Cameron Pierce, chief engineer, Western Div.; John Preston, director of engineering facilities and general services; James G. Riddell, president and general manager, WXYZ-AM-TV Detroit; William Trevarthen, director of engineering operations; Harold Wettersten, sales manager, Central Div.; and Harold L. Morgan Jr., vice president and controller.

Scheduled to attend the television session are these ABC-TV executives: James W. Beach, director of network tv, Central Div.; Alfred Beckman, tv station relations director; Theodore Grenier, chief video facilities engineer; Edward Hamilton, chief engineer, WABC-TV New York; Robert F. Lewine, vice president in charge of programming and talent; John H. Mitchell, vice president in charge of ABC-TV, and Donald Shaw, tv station clearance director.

ABC Radio executives attending the radio session will include William Aronson, director of sales service; Edward J. DeGray, station relations director; Don Durgin, vice president in charge of ABC Radio; Earl Mullin, station relations manager; Michael Renault, general manager, WABC New York; Stephen Riddleberger, business manager, ABC Radio; George Sax, manager of co-op programs; Dean Shaffner, director of sales development and research; Peter Wade, director of station clearance, and Emil Vincent, chief audio facilities engineer.

ONE OF A SERIES

What Makes a Radio Station Great?

PULLING POWER

with Homemakers

Polly Pulled 1473 Recipe Requests

She wasn't giving away $64,000, nor even left-handed butter spreaders—just recipes for old-fashioned fruit cake. What's more there were no simple coupons to fill out—listeners had to do it the hard way, write a card or letter to get them.

Yet "Polly's Kitchen" pulled 1473 recipe requests in one month recently on WFAA.

This sort of pull is typical of all WFAA programs.

Much planning, research and experience goes into WFAA programming. As a consequence WFAA has built outstanding programs in every category—women's, farm, news, religious, and musical.

This kind of programming is responsible for WFAA's leadership* in North Texas—an area where adults spend more time with radio than any other medium.

If you're looking for the best medium in the best market south of Mason-Dixon's line . . . ask your Petry man about WFAA.

*Whan Study — A. C. Nielsen, N.S.I.

WFAA 820 • 570

50 000 WATTS 5000 WATTS

DALLAS

NBC • ABC • TQN

WFAA is a great radio station

Edward S. Petry & Co., Representative

NBC-TV, ABC-TV Join CBS-TV in Fee Drop

NBC-TV and ABC-TV have joined CBS-TV in accepting the new pattern of network rates to political parties for pre-emption of five minute segments of programs, which will mean an estimated saving of nearly $10,000 to $20,000 (depending on network) per five minute political broadcast for all parties.

The rate, conceived by Reggie Schuebel, vice president of Norman, Craig & Kummel, New York, advertising agency representing the Democratic party, was first acknowledged and placed in effect by CBS-TV [B•T, March 26]. NBC and ABC, in that order, also agreed to the plan after notifying their stations last week.

The cost to political parties for five minute programs will be one-sixth of the half hour charge for five minutes pre-empted from a half-hour or one twelfth of the cost of an hour for five minutes pre-empted from an hour show. Previously CBS-TV was to charge political parties 30% of the hourly rate, while NBC-TV's rate was 25% of the hourly rate and ABC-TV's 26⅔% of the hourly rate.

Keystone Adds Affiliates

ADDITION of four new affiliates was announced Monday by Keystone Broadcasting System, bringing its total to 878 stations. New affiliates, according to Blanche Stein, KBS station relations director, are KXGI Fort Madison, Iowa; WCPC Houston, Miss.; KOHU Hermiston, Ore., and KSOP Salt Lake City, Utah.

Political Profiles

AS a supplement to its regular Tuesday-Friday weeknight series, *People in the News* (9:55-10 p.m. EST), ABC Radio is "profiling" political candidates each Monday. Starting with Sen. Stuart Symington (D-Mo.), ABC will continue through the pre-convention and election campaign to spotlight candidates for the presidency, Congress, governorships and other high offices.

Renewals of Bishop Sheen, 'Navy Log' Seen in Doubt

STATUS of two network tv properties involving midwest advertisers was uncertain last week.

The programs are CBS-TV's *Navy Log* and ABC-TV's *Life Is Worth Living* with Bishop Fulton J. Sheen. It was reported that both the Maytag Co., handled by Leo Burnett Co., and Sheaffer Pen Co., serviced by Russel M. Seeds Co., favor renewal of the time (Tues., 8:30-9 p.m.) and *Navy Log* itself. The decision was said to hinge on whether CBS-TV retains the show next fall as part of its projected realignment of Tuesday evening segments.

The Bishop Sheen series is in doubt this fall insofar as the sponsor, Admiral Corp., is concerned. Admiral officials scotched reports last week that the manufacturer had definitely decided to drop the program after many years and said no conclusion would be reached until late this summer. Bishop Sheen has a contract with ABC-TV and not Admiral. The agency for Admiral is Russel M. Seeds Co.

200,000 Shares

TELE-BROADCASTERS, INC.

Common Stock

05¢ par value

Price $1.50 per share

TELE-BROADCASTERS, INC. operates Radio Broadcasting Stations

WARE	—	Ware, Massachusetts
WKXL	—	Concord, New Hampshire
WKXV	—	Knoxville, Tennessee

Negotiating for purchase of

KUDL	—	Kansas City, Missouri

Subject to approval of Federal Communications Commission

Corporation also acts as expert consultants to broadcasting and television stations.

JOSEPH MANDELL COMPANY

Investment Securities

37 Wall Street New York 5, N. Y.

Telephone: WHitehall 3-0455

Joseph Mandell Company
37 Wall Street
New York 5, N. Y.

Without cost or obligation, please send Offering Circular on Tele-Broadcasters, Inc.

NAME .....

STREET .....

CITY ..... TEL. NO. .....

$19 Million in Renewals Marked up for Disney Shows

RENEWALS representing $19 million in total billings for ABC-TV's *Disneyland* and *Mickey Mouse Club* have been announced by ABC President Robert E. Kintner. Both sponsorships are an outgrowth of ABC's 1954 pact with Walt Disney, and will run to the autumn of 1957.

Renewing *Disneyland* (Wed., 7:30-8:30 p.m. EST) for the third consecutive year are: American Dairy Assn. through Campbell-Mithun, Minneapolis; American Motors Corp. through Geyer Adv., New York, and Brooke, Smith, French & Dorrance, Detroit, and Derby Foods, through McCann-Erickson, New York.

Listed as renewing sponsors of *Mickey Mouse Club* (Mon.-Fri., 5-6 p.m. EST)—which premiered last October—are Bristol-Myers Co., through Doherty, Clifford, Steers & Shenfield, New York; Armour & Co., through Tatham-Laird, Chicago; Carnation Milk Co., through Erwin, Wasey & Co., Los Angeles; Coca-Cola Co., through McCann-Erickson, New York; General Mills through Knox, Reeves Adv., Minneapolis; Mattel Inc. through Carson-Roberts Inc., Los Angeles, and the S.O.S. Co. through McCann-Erickson.

ABC Radio Promotes Aronson, Sax, Wade

A SERIES of promotions at ABC Radio were announced Friday by Don Durgin, vice president in charge of the network. The changes take effect immediately.

William Aronson, manager of radio co-operative program department, has been named to the newly-created post of director of sales service. He joined ABC in 1954 as a sales representative in the tv co-operative program department.

MR. ARONSON

George Sax, manager of program operations, will assume the additional duties of manager of the radio co-operative program department. Mr. Sax began his broadcasting career with NBC in 1928, serving as a talent representative. He joined ABC in 1946 as assistant night program manager and later served in various programming positions.

MR. SAX MR. WADE

Peter Wade, manager of sales service, has been elevated to the new position of director of station clearance. He has been with ABC since 1949, serving in the sales service and station clearance departments.

Cornell Fans

OVER 28 million viewers—or 14 times more than those who have seen Katherine Cornell's stage portrayal of Elizabeth Barrett Browning in Rudolf Besier's "The Barretts of Wimpole Street"—were reported last week to have seen "any part or all" of NBC-TV's colorcast of the same play on 97 stations. This figure was compounded by NBC's research department, which based it on advance rating information projected into total number of viewers.

Three New Hampshire Ams Form New Radio Network

THREE 5 kw New Hampshire radio stations were to join forces today (Monday) to form the Northern New England Network Inc. The three stations — WKNE Keene, WGIR (formerly WMUR) Manchester, and WWNH Rochester— have been interconnected by telephone lines, and plans have been made to carry certain programs which will originate from the Manchester station. The first program to be carried on the network will be the *Connie Stockpole Show*.

Officers of the new corporation include Mrs. M. M. Girolimon, president; Joseph K. Close, vice president; A. J. K. Malin, treasurer; Frank B. Estes, assistant treasurer; Warren H. Journay and M. Chester Ball, vice presidents, and William Phinney, clerk.

WEHT (TV) Is CBS Primary

ADDITION of WEHT (TV) Henderson, Ky. (ch. 50), as a primary CBS-TV affiliate in the network's basic optional group, effective last Thursday, was announced last week by Herbert V. Akerberg, CBS-TV vice president in charge of station relations.

WEHT is the 22d uhf station with primary CBS-TV affiliation. Twenty-two other uhf outlets carry one or more CBS-TV programs on a per program basis. WEHT (TV), which went on the air Sept. 27, 1953, is owned and operated by the Ohio Valley Television Co., Evansville, Ind., of which Herbert R. Levy is president and Cecil M. Sansbury is general manager.

Merkle Returns to ABC-TV

JOSEPH L. MERKLE, general manager of WCTN-AM-TV Minneapolis and formerly with ABC-TV station relations, has returned to the network as regional manager in the tv station relations department. His territory includes ABC-TV stations in 14 western states, Alaska and Hawaii. His headquarters will be in New York.

MR. MERKLE

Before joining ABC-TV for the first time in 1950, Mr. Merkle was director of station relations for the former DuMont Television Network. He left ABC-TV for WCTN-AM-TV in 1954.

Coward Back on 'Jubilee' With 'This Happy Breed'

AFTER a few ups and downs on the tv world's popularity teeter, Britain's Noel Coward has a video spirit once again more blithe than bleak.

He will be back on tv May 5, starring, directing and writing the tv version of the American premiere of his play, "This Happy Breed," on CBS-TV's *Ford Star Jubilee*. Mr. Coward has appeared with Mary Martin in "Together With Music" and with Claudette Colbert and Lauren Bacall in his play, "Blithe Spirit," both on *Jubilee*.

Mr. Coward actually contracted with CBS-TV to appear in three tv shows in the current season. He was placed via the Ford Motor Co. and its agency, J. Walter Thompson, New York, on two *Ford Jubilee* telecasts.

Amid conflicting reports on alleged feelings in agency and sponsor quarters that Mr. Coward's presentations have been "above the audience" and thus not "right" for tv in this country, Ford and JWT spokesmen let it be known a few weeks ago that Mr. Coward would not appear for a third time on *Jubilee*, Admitting to this, CBS-TV then scheduled Mr. Coward as the star to open the network's projected 90-minute weekly dramatic series. *Playhouse 90*, that will start in October.

Suddenly the gears were thrown into reverse. Ford Motor Co. and CBS-TV jointly announced March 23 that Mr. Coward would be back on the program with "This Happy Breed." By last week, network spokesmen said the possibility of Mr. Coward's future appearance on *Playhouse 90* now seems remote. JWT, in an

MILWAUKEE'S NEW WISN

PRESENTS

BOB SIEGREST NEWS

10:00-10:15 P.M. DAILY

The *NEW* WISN presents music, news, weather and sports . . . and the cream of the ABC network . . . and everybody's feeling the results!

Bob Siegrest and the News at 10:00 P.M. . . . currently sponsored by E-Z Painter Corp. . . . gives the loyal WISN audience a concise and accurate reporting of the news. Here is local Milwaukee's ONLY award winning newscaster and commentator . . . having won two Freedoms Foundations Awards AND a Christopher Award for radio news reporting. Another GREAT WISN salesman working for you on the *NEW* WISN! Remember, too, WISN has its own news department covering all important *local* news stories!

FOR AVAILABILITIES
call, wire or write
WISN SALES or
Edward Petry & Co., Inc.
NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

Basic ABC Affiliate

Milwaukee's First Station WISN 1150 Milwaukee

announcement, told of Mr. Coward's third *Jubileee* show, and said in part:

"The May 5 appearance of the British theatrical genius, temporarily jeopardized by difficulty in preparing a property in time, will complete a schedule of three Coward shows. . . ."

Olympic Fund to Get $25,000 If NBC-TV Can Find Sponsor

IF ONE or more advertisers are found for a projected two-hour show on NBC-TV June 30, the Olympic Fund Committee's coffers stand to gain $25,000.

The network has tentatively agreed to air a 4-6 p.m. show originating from the Coliseum in Los Angeles and covering tryouts for the Olympic Games to be held in Melbourne, Australia, in November—providing that $25,000 is contributed to the Olympic fund by the sponsor or sponsors. That sum would be in addition to time and production costs.

CBS-TV to Go Ahead on Gehrig

PLANS to continue with the April 19 *Climax* program on the life of the late Lou Gehrig were confirmed by CBS-TV Hollywood despite a notice of intention to sue for injunction filed earlier last week in Los Angeles Superior Court by Samuel Goldwyn Productions Inc. Goldwyn claims the ball player's widow, Mrs. Eleanor Gehrig, assigned all rights to the movie firm in a 1951 contract for the film "Pride of the Yankees." CBS contends that it used the story last May on another network show without objection and then and now received Mrs. Gehrig's express permission, unaware of the Goldwyn claim.

Livingston, Stern Take Kagran Corp. Posts

ALAN W. LIVINGSTON, executive vice president, Capitol Records Inc., and with Capitol since 1945, has resigned to become president of Kagran Corp., NBC film syndication subsidiary, NBC President Robert W. Sarnoff announced Tuesday.

MR. LIVINGSTON

Mr. Livingston, who will maintain offices at NBC's Pacific Div., Hollywood, will report to Emanuel Sacks, chairman of Kagran's board.

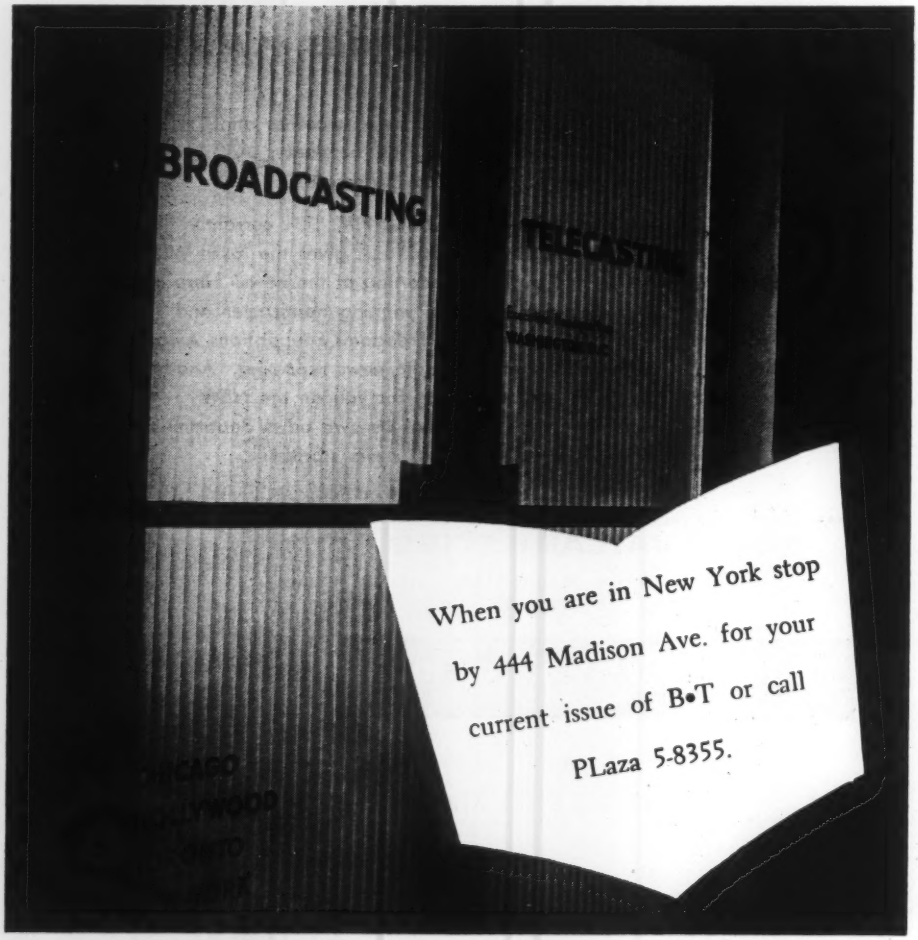
With the election of Mr. Livingston, effective this Sunday, President Sarnoff also announced that Kagran, which handles film syndication and other enterprises such as subsidiary rights for various tv network properties and personalities, would add a newly-created entertainment unit, NBC Theatrical Div., that will direct operations of the touring NBC Opera Company and NBC-TV's *Opera Theatre*.

J. M. Clifford, NBC administrative vice president, has relinquished the Kagran presidency to permit the appointment of an executive who could devote full time to Kagran's operations, according to Mr. Sarnoff. Mr. Clifford continues on Kagran's board of directors.

Development of children's recordings is credited to Mr. Livingston, who joined Capitol in 1945 as an assistant in the artists and repertoire department, becoming in 1948 director of album repertoire and in 1949 a vice president. After he assumed charge of all artists and repertoire at Capitol in 1951, he subsequently was made executive vice president and a member of the board.

The election of Alfred R. Stern as vice president of Kagran was to be announced today (Monday) by the firm. Mr. Stern will continue his present duties as assistant to NBC President Robert W. Sarnoff and be in charge of Kagran's newly-created NBC Theatrical Div.

SEALING with a handclasp the signing of WDEF-TV Chattanooga as a primary affiliate of CBS-TV effective May 10 [B•T, March 26], are Carter M. Parham (l), president of WDEF Broadcasting Co., and Ed Shurick, director of station relations for CBS Television. Standing is Dave Williams, eastern manager of station relations for the network.



NETWORK PEOPLE

E. Richard Peterson, Oakland district office manager, Ill. Bell Telephone Co., appointed account executive, Keystone Broadcasting System, Chicago. He is son of Edwin R. Peterson, Keystone vice president.

MR. PETERSON

Ralph H. Davison Jr., local sales manager, KGMB-AM-TV Honolulu, to Inter-Mountain Network, Salt Lake City.

Edgar Peterson, tv and motion picture producer for 15 years, appointed producer of CBS-TV *Climax!* weekly series.

Buzz Kulik, producer, J. Walter Thompson Co., L. A., to CBS-TV on West Coast as director of *You Are There,* effective April 1.

George F. Milne, supervisor of technical records, ABC, to traffic coordinator.

SNIPING AT RADIO-TV: NEW NATIONAL PASTIME

The industry catches it from all sides as critics have a field day. Over it all is the spectre of stern government regulation unless voluntary action weeds out offenders. Here is a B•T roundup of the protagonists and their party lines, as compiled by Senior Editor J. Frank Beatty.

THE broadcasting business is most everybody's business this spring as radio and tv, especially the latter, are on the catching end of the sharpest shooting in recent history.

Flaming oratory, election-year headline hunting and just plain honest advice offer a setting resembling the pre-Blue Book period of a decade ago.

The favorite targets: long and pitchy commercials, bait-switch advertising, violent programming. And, naturally, the NARTB tv and radio codes that ban these practices.

None of the tactics used by critics are new to these federally regulated advertising and entertainment media. No novel ways of embarrassing or counseling broadcast management have been unearthed.

It's just the intensity and frequency of the critical barrages.

In essence, the attacks on broadcasting take three forms—official (legislative and regulatory); hobby (audience organizations), and printed media criticism (some honest, some not).

Legislative attacks have crashed out of committee hearing rooms into printed media (see Congress box score page 125). The current crop of investigations is so bountiful that a reporter is apt to find three or four going on at once in the halls of Congress, plus another at the FCC and assorted probings at the hands of such agencies as Federal Trade Commission and Washington Air Space Panel (tower hearings), with maybe an antitrust conference or two at the Dept. of Justice. And in Brooklyn, a district attorney has set up a battery of radio and tv monitors.

House and Senate committee rooms are bulging with proposed legislation that would do everything but percolate management coffee in an average radio or tv station. There are bills that would—

- Draw up more severe controls over the way networks and stations do business.
- Guarantee equal time for political candidates.
- Pay for campaign broadcasts out of government money.
- Control access to the air for Communists.
- Protect broadcasters from time demands of splinter parties and candidates.
- Set up Uncle Sam as proctor of gain-riders, governing their very digits as they control the volume of commercial messages so the level isn't nudged up a decibel or two or more.
- Forbid beer and wine advertising on the air in what is called the foot-in-door strategy of prohibitionists and their lobby, one of the most powerful in the memory of Washington observers.

These bills and others have triggered a series of investigations that—

- Seek a solution for the vhf-uhf allocation dilemma.
- Aim at finding if FCC regulates the industry or vice versa.
- Hunt evidence that networks are violating antitrust laws in dealing with affiliates.
- Look into network and station commercial messages.
- Search for a way of reconciling the sun's orbit and the seasonal limits on the hours of daytime-only radio stations.
- Grope for headline material by old-fashioned political flimflamming.
- Probe carefully for ways of halting low-grade broadcast practices and avoiding bureaucratic control along the lines of dictator governments.
- Simply warn that displeasing industry practices should be corrected by voluntary measures.

THE heat is on, all over Washington and all over the nation, with civil servants currently the leading stokers of the fire. FCC Chairman George C. McConnaughey and Comr. Robert E. Lee have used private forums to warn that broadcasters are facing government controls of frightful severity unless they cease some of their present practices by voluntary action.

FTC Comr. Lowell Mason, an eloquent foe of bureaucratic over-doses and self-professed friend of American broadcasting and enemy of censorship, startled a sedate Harvard audience by predicting Congress may vest FTC with a radio-tv monitoring directive underwritten by a million dollars of Uncle Sam's money. He drew headlines with a title attractive to printed media—"Huckstering in the Home." The title had no relation to the fact that his seven-year FTC term expires next September, Mr. Mason told B•T.

Just last week Comr. Mason appeared to temper the slashing criticism of broadcast advertising and programming in his Harvard speech by lauding NARTB's tv code but reminding that "the ninety and nine broadcasters are at the mercy of one shill." He added that NARTB can't impose code sanctions because of the antitrust laws. He intimated he had a plan to solve the problem, leading listeners to wonder if it might be a set of FTC trade practice rules.

Comr. Mason, in the manner of legislative critics, vented wrath on bait-switch ads. He told B•T his evidence was screened from a nationwide survey of all local Better Business Bureaus conducted by the national bureau.

Outside the government, printed media and audience groups are directing criticism, favorable and unfavorable, at broadcasting.

Tv programs are scanned and appraised by such groups as National Assn. for Better Radio & Tv, National Assn. of Educational Broadcasters, National Audience Board, General Federation of Women's Clubs, parent-teacher groups, Thomas A. Edison Foundation and many others. Their findings, professionally compiled in some cases and carelessly tossed together in others, show either widespread improvement in tv programming or contamination of the American home with electronic filth—depending to a large extent on the motives of those who review the findings.

Publications often have a field day when they choose to comment on radio and tv. *Coronet* carried an "I Was Cured of Tv" piece in the manner of dope addiction. E. A. Batchelor was "saved from a fate worse than death. . . . Today I can either take television or leave it." Corey Ford, in *Reader's Digest*, tagged tv as "a ghastly neurosis" and offered "Audiences Anonymous" as a cure.

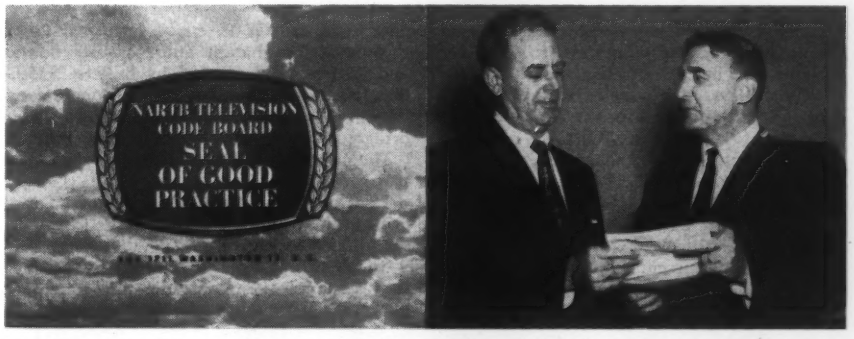
John Steinbeck, in *Reporter* magazine, poked fun at westerns and commented: "Whether for good or bad, television has taken the place of the sugar-tit soothing syrups, and the mild narcotics parents in other days used to reduce their children to semi-consciousness and consequently to semi-noisiness."

The *New Yorker* wailed that advertisers forced performers on tv to become hucksters and then snuck in this commercial on behalf of its own medium: "In this age of television, this day of the spoken word and the fleeting image, we find ourself taking satisfaction in the printed word, which has a natural durability."

Here's a current sample of what happens when a publication sets out to do a job on a competing advertising medium:

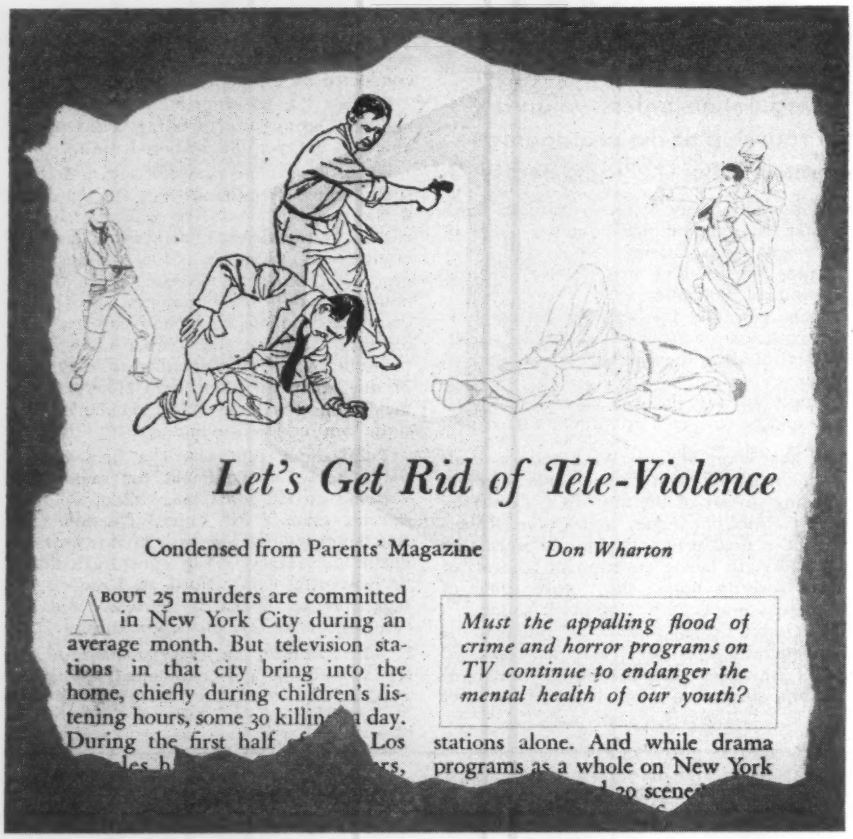
An article, "Let's Get Rid of Tele-Violence," condensed from *Parents'* magazine, appeared in the April *Reader's Digest*, on the stands March

THE SEAL AND ITS ADMINISTRATORS



THIS is the official seal of the NARTB Tv Code Board, designed for showing by subscribing stations. Of the 444 commercials stations on the air, 276 have subscribed. Conduct of code affairs is in charge of G. Richard Shafto (l), chairman of the code board and president of WIS-TV Columbia, S. C., and Edward W. Bronson, NARTB director of code affairs.

WHOSE FOOT DOES THE SHOE FIT?



Let's Get Rid of Tele-Violence

Condensed from Parents' Magazine — *Don Wharton*

ABOUT 25 murders are committed in New York City during an average month. But television stations in that city bring into the home, chiefly during children's listening hours, some 30 killin[gs] a day. During the first half [of] Los [Angeles] h[omes], [sta]tions alone. And while drama programs as a whole on New York [have] 120 scene[s]

Must the appalling flood of crime and horror programs on TV continue to endanger the mental health of our youth?

"MUST the appalling flood of crime and horror programs on tv continue to endanger the mental health of our youth?" asks *Reader's Digest* in its April issue. The question appears in a blurb for the *Digest's* "Let's Get Rid of Tele-Violence" article, reprinted from the April *Parents'* magazine.

That's on page 93.

On page 216 the *Digest* says:

"Tv Reader's Digest, televised weekly by the Studebaker-Packard Corp. and its dealers over ABC-TV, currently presents: March 26 —'The Trigger-Finger Clue' (*The Reader's Digest,* June '47). J. Edgar Hoover's story of the solving of the Lamar, Colo., bank murders."

The March 26 *Tv Reader's Digest* included these incidents: First National Bank of Lamar, Colo., held up, showing criminals' operating methods in detail; bank president and his son murdered during fusillade of bullets after president shot bandit in face; teller and cashier taken as hostages; teller thrown out of bandit auto; cashier bound and gagged, then riddled by bullets; $250,000 loot taken; doctor forced to operate on bandit; doctor murdered, body thrown under bridge; leader of gang was Big Mike Preisser ("The moment he draws blood, he can't control himself").

Local officers found one neglected finger print in the doctor's car and the FBI brought the villains to justice.

In an article by Don Herold in the January issue of the magazine, this statement appears, "If you haven't been watching *Tv Reader's Digest* one night a week, you've been missing a thrill especially appealing to *Reader's Digest* fans. It's fun to read it—and then live it . . . on tv!"

This reassuring message concludes Mr. Herold's article, which appears on the inside back cover of the issue, "As you trust the *Digest,* trust *Tv Digest* to lift you and entertain you with satisfying regularity."

21. *Parents'* appeared 10 days later.

Don Wharton, author of the article, quoted a figure of 120 murders in a single week on Los Angeles tv programs. In quoting National Assn. for Better Radio & Television's research, he overlooked what NAFBRAT termed improvement in tv programming for children—"the most impressive and encouraging in the history of television."

Off to a gory start, the Wharton article adds, "During one week in 1954 the Purdue Opinion Panel found 7,065 acts or threats of violence on New York stations alone."

What the article carefully refrained from adding was this significant fact—58.6% of the violence in children's programs was of a humorous nature. Most of it was found in animated cartoons. Every time a puppet mowed down an adversary, the surveyors jotted down an act of violence. And every time a mouse stomped an elephant's toe, the violence quota was increased. The article ignored the inclusion of "sham violence or humorous violence" in the definition of the term.

Dr. Harry J. Skornia, who directs the U. of Illinois Radio-Tv Seminar, is executive director of National Assn. of Educational Broadcasters, which conducted the Purdue study. Irked by past distortion of his research, he told B•T that he had made this observation to *Reader's Digest* research-writing people: "This time don't quote just the violence. Why not do an honest piece?" He told them further, "I urged that, in the quotation of statistics on acts of violence on tv, some qualifications be included, similar to those found in our tv monitoring studies.

"If these qualifications were not present, I felt, a fair and true picture would not be given and the honest efforts being made to provide better children's programs would be overlooked and readers would be likely to conclude that if we get rid of all tele-violence, most of our juvenile delinquency problems would be solved."

Having read the magazine version of his research, Dr. Skornia chided them for refusal to heed his requests and regretted that the articles not only gave a one-sided version of a two-sided picture, but offered no helpful ideas. He asked: "If violence as such is objectionable, with what is it to be replaced? I had hoped that Mr. Wharton's article would contain some suggestions along this line. Otherwise we are left with only destructive criticism which does little to improve the situation."

Writing to Mrs. Clara Savage Littledale, editor of *Parents',* Dr. Skornia observed:

"The brutal fact is that we are living in a violent and trying age. All aspects of our culture are bound to reflect this violence. To eliminate its reflection in tv will help. But if elimination of this reflection makes people less aware of it as a problem, a disservice rather than a service may result.

"Television is powerful and obvious enough to awaken us to it; unfortunately it is also convenient enough to serve as a scapegoat. . . . I hope some use may be made of it [Mr. Skornia's letter] to balance the picture presented by your article, carried also by the *Reader's Digest.*"

The *Digest* quoted NAFBRAT to show 120 murders in a week on Los Angeles stations (seven), ignoring the emphasized observation that much progress has occurred in tv programming in favor of this statement ". . . there were about four times as many crime programs for children in 1955 as there were in 1951." In the manner of the pitchman, the *Digest* added, "So it goes from coast to coast; a polluted stream of crime, violence, brutality and sadism is steadily being pumped into the nation's homes."

Again the *Digest* cites two sources to show "a mountain of evidence that tele-violence has led to emulation" and overlooks mountains of evidence that it does no such thing.

The Wharton article quotes a Harvard survey to show that children remember the aggressive material rather than the quiet mild portions, minimizing the defeat of the villain. But the article failed to mention a series of observations by Dr. Eleanor Macoby of the Harvard social relations department, describing the desirable effects that tv programs—even westerns—have on the behavior of children. And last summer's Kefauver report was adroitly handled to prove a point rather than to provide information.

The tv industry's four-year voluntary code, with 276 station subscribers out of 444 on the air and all three networks, is kissed off this way, "For several years the industry has had a code concerning violence. But the code doesn't get at the heart of the matter, and isn't even subscribed to by about half the tv stations." Actually 62% of stations subscribe to the code. The article de-emphasized unanimous network participation.

Offsetting the *Digest's* violence article in the

April issue is a one-page piece by John Crosby, *New York Herald Tribune* columnist, showing how tv has encouraged reading.

And so goes the media parade. A Washington (D. C.) Sunday newspaper carried an article about revulsion caused by commercials and in the same issue offered several ads for false-teeth fasteners, a soother for irritated bladders and a large block of space promoting a vaginal antiseptic reputed to be a popular contraceptive. Other city newspapers in other cities are carrying strong condemnations of commercials and programming, outside the normal type of tv-column criticism.

The critical storm rages on and on, with no sign of letup. Sen. Mike Monroney (D-Okla.) says radio is 50-50 plugs and programs. An Alexandria, Va., dentist blames tooth decay on tv-induced consumption of soft drinks, candy and chewing gum. The National Society for Prevention of Blindness says many people complain of eye pains after an evening of tv.

NARTB President Harold E. Fellows, watching the political and publication excitement, told B•T "Everybody seems to be disturbed but the public, although naturally we know that tv is by no means lily white."

Fewer than 1,000 complaints have been made to the tv code board during its four years although the code is displayed and promoted in varying degrees by subscribers. NARTB concedes its small public response may be due to inadequate display of the seal.

Boxscore at the FCC

FCC received a grand total of 2,938 complaints in the first 11 months of 1955. Of these, 1,545 dealt with advertising, 1,296 being directed at alcoholic beverage advertising. The alcoholic beverage figure, 1,296, includes 16 petitions with 650 signatures, one with 464 and one with 22. These petitions reflect the organized effort of anti-alcohol groups.

Excessive advertising drew 86 complaints, false and misleading another 70. Minor numbers dealt with editorialization and political and operating practices (36 mentioned loud commercials). Programming attracted 1,226 complaints. Of these, 709 dealt with excessive crime and horror and included the same petition with 650 signatures in the alcoholic beverage category. Complaints of alleged indecent and obscene programming totaled 112 and 179 objected to changes in network affiliation (includes two petitions with 50 signatures).

What is the NARTB tv code doing to meet what Messrs. McConnaughey, Lee and Mason call a groundswell of public revulsion? And what about the radio standards of practice, an eight-year-old counterpart?

Station and network performance are watched by an NARTB monitoring setup, with monitors at Washington headquarters watching network-originated shows 150 to 175 hours a month. Monitoring reports are sent to the networks. Monitoring of station-originated programs runs about 4,000 hours per year, mostly conducted by private research firms and supplemented by staff monitoring in the field. The monitoring work is being expanded.

Here is a sample violation: An eastern station's announcer was found ad libbing that liquors were available and low-priced in connection with a store's beer-wine announcement. Station management was notified by the code staff and stopped the practice at once.

The code went into operation March 1, 1952, after many months of preparation. Since the beginning it has carried a penal clause—lifting of the seal from stations violating its provisions. To date, the penalty has not been invoked, a fact that code critics cite. These critics dwell, too, on the fact that the Tv Code Board can't invoke a penalty but can merely make a recommendation to the NARTB Television Board of Directors.

As a voluntary industry document, the code should be appraised with this in mind, its defenders insist: No record can be kept of the tremendous amount of undesirable business and programming kept off the air by individual stations. As to networks, NBC-TV, according to Stockton Helffrich, editing chief, screens over 100,000 scripts, films, commercials and announcements a year. It gets little critical mail from the public.

Herbert A. Carlborg, in charge of CBS editing, directs processing of hundreds of programs and commercials every week. He commented to the code board, "I think we're on the threshold of having the code come into its own in a medium that isn't simple." Last fall Mr. Carlborg made a New York-Hollywood trip to persuade a top whodunit tv and movie producer to delete the two words "polite violence" from a script. His staff has eliminated bedroom and bathroom scenes from British films; references to sex abnormality; flogging of a mother in prison; cartoon scene involving roosters and illegitimacy; divine-healing claims and papal-like gestures; suicide scenes, and drinking sequences.

Grace Johnsen, heading the ABC-TV editing staff, is convinced the code board is doing a good job, with most subscribers adhering to the code. ABC-TV's screening often is taken to agencies for cuts.

The code board, under its first chairman, John E. Fetzer, head of the Fetzer Stations, and G. Richard Shafto, WIS-TV Columbia, S. C., its current chairman, has chosen to live a private regulatory life. Personal and telephone calls have been extremely effective in persuading stations to stay in line where monitors have discovered dubious material, code officials say.

Now the code's private life may be forced into the open. Network officials have been complaining about the secrecy, it's whispered around New York. They're getting punchy from the organizational and media barrages. An aggressive defense is being considered. Among ideas are the public withdrawal of the code seal from a subscriber and a public relations campaign that can match similar efforts by other industries.

NARTB has a Television Information Committee that has published roundups of what people say about the code and has offered proposed answers to the charges of critics. Soon to appear is a quarterly publication that will reproduce published articles for the attention of persons and groups influencing public opinion.

Obviously the code's affirmative and preventive record hasn't been publicized properly. Few are aware, as Edward H. Bronson, tv code

1-2 sales punch

in WESTERN MONTANA

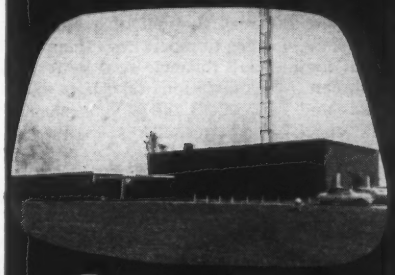
MISSOULA, MONTANA

ROCKFORD

Scene of market power!

NOW No. 2 Market in Illinois and GROWING — has currently under construction $25 million in expanded manufacturing and retailing facilities. Are your sales messages reaching this market untouched by either Chicago or Milwaukee, 90 miles away? Only one VHF station covers this area —

WREX-TV



Scene of sales power!

DELIVERS YOUR MESSAGE to over 1,000,000 viewers in a billion dollar market — all of the top 15 once-a-week shows — all of the top 15 syndicated films* — are part of the Power Packed Performance that makes WREX-TV The Viewers' Choice.

* PULSE, INC. SURVEY, SEPTEMBER 1955

WREX-TV
channel 13
CBS - ABC AFFILIATIONS
telecasting in color
represented by
H-R TELEVISION INC.
ROCKFORD, ILLINOIS

director put it, that the code board "hasn't yet found a really serious complaint that hasn't been corrected."

The public is due to be reminded that the partly clothed expanse of Dagmar's chest is barely a memory and that the suds have been removed from the eager lips of announcers who exploit the traits of beer.

Backdrops and plugs for movie films built around guest appearances provide a code headache. The board has advised stations and networks to tighten their policies on these so-called tradeout plugs.

Tv commercials are watched carefully by networks and stations to keep them within the 3-to-4 minute limits for half-hour programs, depending on class of time. The radio standards have similar provisions, and numerous agency-advertiser contacts are made every day to keep commercials within time limits.

About bait-switch—and millions of words have been written about it. This trick of offering a powerful vacuum cleaner for $9, sure to make home hygiene a pleasant hobby for tired housewives, is an illegitimate cousin of a legitimate old Yankee trading device—the loss leader. Legally the distinction can get pretty fine. The former is a cruel fraud; the latter a store traffic lure whose main problem is availability of the goods advertised.

NARTB's Tv Code Board sent telegrams March 22 to its 276 station-3 network list of subscribers. It asked them to reply in 48 hours with information about: Bait-switch policy, any business rejected, attitude on voluntary regulation.

As of last Thursday the board had received 251 replies. All three tv networks and 248 stations had answered. Code officials would not comment on the possible attitude of the 28 non-replying stations.

With a few qualified exceptions, the replying stations hate the very thought of a bait-switch commercial. Large numbers of them clear doubtful commercials through local Better Business Bureaus. Many stations take part in BBB activities and carry BBB officials on their air. Others check into unusually seductive sales offers. Nearly all cancel if they find a bait client.

Two stations in widely separated major cities wired they turn down an average of $350,000 a year in bait-switch time. Many cities have no bait-switch; at least the tv stations haven't been approached. Others have seen it occasionally. Quite a few said newspapers in their cities carry bait-switch business.

In general, bait-switch practices are more numerous in major cities. Around medium-sized cities the word gets around quickly and bait-switching often destroys itself.

Main offenders, according to station and BBB files, are sellers of storm windows, upholstery service, houses, deep-freeze chests, vacuum cleaners, long-term credit appliance stores, Florida real estate and fast-flying finance outfits.

Another code board problem getting a lot of current attention is the advertising pitch. Here the definition is tougher than bait-switch. Just how loud and fast and long should a salesman be allowed to talk? What's the difference between sincere selling and hawking?

Film programming, too, offers a special set of headaches. Many of the films cleared by the Hollywood movie code are full of scenes and lines that are objectionable in the living room. NARTB's code board plans to invite film producers turning out programs for television to join its code on an associate basis.

NARTB is often urged to clear programs in advance and give the seal to each separate film, live program and announcement. This would follow the Hollywood film code plan, which involves around 300 clearances a year. In the case of tv, the clearing of hundreds of thousands of programs and short continuities would be involved. Hence the policy of station and network subscription on a voluntary basis. A proposed rival tv code is being worked out in Hollywood by a group of producers working with the National Audience Board, headed by Peter Goelet. This document is to be offered to the Academy of Television Arts & Sciences (see below).

Those who collect the comments of public servants and private observers, and who sift the sincere from the malicious or mink-coat-hunting political clatter, are convinced the industry must do something and do it quick. They'll admit the answer is as tough as shoving a shotgun scatter back into the barrel, but all agree that broadcasters simply can't sit around any longer and watch Congressional committees overlap each other in investigating the same things with widely differing efficiency and effectiveness.

First off, a weary Washington observer suggested, might be legislation setting up a director of investigation liaison. But of course, the sponsors of this plan note, a lot of nice jobs and easy headlines would be denied posterity.

THESE THREE wield the blue pencils for the tv networks. L to r: Stockton Helffrich, director of continuity acceptance, NBC; Grace M. Johnsen, continuity acceptance director, ABC; Herbert A. Carlborg, director of editing, CBS.

HOLLYWOOD DRAFTS PRODUCTION CODE TO GUIDE FILM, LIVE TV PROGRAMMING

SAID to represent another industry effort at self-reevaluation, an interim draft of a proposed new television production code was mailed last week by a special committee in Hollywood to producers of both live and film tv programs throughout the U. S. Their comments are solicited before a final draft is prepared for implementation by the Academy of Television Arts and Sciences. It is a voluntary code.

The special committee, headed by Martin Leeds, Desilu Productions, includes representatives of the tv production field as well as two representatives of the National Audience Board. The latter pair are attorney D. Brandon Bernstein and William H. Mooring, syndicated columnist of several national Roman Catholic publications. The group has been meeting since last October when Mr. Bernstein unsuccessfully suggested adoption of the NARTB Tv Code in lieu of another new list of regulations.

Mr. Leeds told B•T that the NARTB code is "a very good one" but that the tv producers preferred to work out a more "streamlined" code for practical day-to-day use. He said the interim draft relaxes some of the NARTB provisions and puts more stress on others. He preferred not to cite specific details, indicating he wished to wait until comments of others have been received.

National Audience Board spokesmen explained that the new code proposal incorporates the chief provision of the three existing codes in the entertainment world, those of NARTB, motion pictures and the theatre. The draft was presented to FCC Chmn. George C. McConnaughey in Washingtson a fortnight ago by Mrs. Dorothy Thalheimer, an NAB leader and president of the Beverly Hills Board of Education, B•T learned Thursday. Mrs. Thalheimer reported to NAB that the FCC chairman was impressed by the display of "self-discipline" evidenced in the proposal and committee work. She said the only thing Chairman McConnaughey didn't like about broadcasting is bait-and-switch advertising and that he hoped local units of NAB would watch for this advertising abuse.

An NAB source said the preamble to the interim draft of the code was written initially by Mr. Mooring, revised by Mr. Bernstein and finally edited by Mr. Leeds. The preamble sets forth the proposition that "television is the most potent medium of mass entertainment and information yet devised." It continues in part:

"This declaration is not an instrument of censorship. It postulates neither arbitrary nor rigid rules.

"It is a free and earnest expression on the part of those creating, devising or delivering television into millions of American homes, of their acknowledgment of public responsibility.

"The tremendous impact of television upon people everywhere, and especially upon the family unit which forms the substratum of our national greatness, is recognized and understood by those engaged on all creative and commercial levels of television production."

"These men and women proudly share with their fellow citizens the aspirations and ideals of a people dedicated to principles of human decency, justice and freedom.

"They recognize that while the primary function of television is to entertain and inform, without explicit purpose of teaching or propagandizing, television can contribute directly to the happier social life of the nation, and indirectly to the elevation or demotion of public intelligence and good taste."

An NAB representative told B•T that his organization expects to conduct a public education campaign when the code is finished to show that the tv industry can regulate itself and that censorship is not necessary.

THE OFFICIAL SIDE OF IT ALL

The listing that follows on the next pages is a rundown of current investigations, legislation and other matters which involve the broadcasting industry with the government. It is a lengthy list.

SENATE HEARINGS
SECOND SESSION

• Senate Commerce Committee began hearings Jan. 26 in its probe of tv networks and uhf-vhf troubles and on S 825 (see Senate Bills). FCC witnesses testified Jan. 26, Feb 7, 20-21. Uhf tv broadcasters, Justice Dept., educational and community tv, union, equipment manufacturing and other witnesses testified Feb. 27-29, March 2. Uhf, vhf equipment and other witnesses testified March 14-16. Three tv networks and Los Angeles independent vhf testified March 26-28. Scheduled are pros and cons of subscription tv April 23-27 and return of network witnesses in mid-May.

• Senate Commerce Committee held hearings Feb. 15-17 on S 923 (see Senate bills), which would prohibit alcohol advertising on radio-tv and in other media, with testimony from witnesses for bill and against it, latter including radio-tv media and other advertising interests.

• Senate Internal Security Subcommittee questioned WDSU-TV New Orleans Program Director Herman Liveright March 20 on alleged Red activities. When Mr. Liveright refused to answer queries, WDSU-TV fired him.

• Senate Small Business Subcommittee, hearing testimony from motion picture exhibitors on scarcity of films last month, asked FCC to furnish names of film producers who hold tv station interests.

PLANNED HEARINGS

• Special subcommittee of Senate Small Business Committee plans to open hearings in early May on problems of daytime broadcasters, based on complaints from daytime stations.

• Senate Government Operations Reorganization Subcommittee has said it intends to hold hearing on bill (S 2308) to exempt radio-tv stations from the provisions of the Federal Lobbying Regulation Act, as newspapers and periodicals are at present.

• Senate Appropriations Subcommittee will hold hearings on House-passed $7.8 million FCC budget, probably late this month.

COMMITTEE REPORTS

• Senate Patents, Trademarks & Copyrights Subcommittee reports need for further investigation of the patents picture, citing government action against RCA.

• Senate Government Operations Committee says questions of license fees for FCC and other agencies should come under Senate committees having jurisdiction over respective agency.

MEASURES APPROVED

• Senate approved (and President signed into law) HR 5614, giving FCC more leeway in handling protests of grants made without hearing. House had passed bill in first session.

• Senate approved $250,000 (S Res 163) for Senate Commerce Committee investigations for 1956, including current probe of tv networks and uhf-vhf problems.

NEW SENATE BILLS

S 3074, Sen. Carl T. Curtis (R-Neb.). Similar to S 636 (see Senate bills), but aimed against political spending by labor unions.

S 3308, Senate Majority Leader Lyndon B. Johnson (D-Tex.). Amend Sec. 315 (a) of Communications Act to allow broadcasters to furnish time to presidential and vice presidential candidates of major political parties on an equal basis without being required to give equal time to candidates of minority parties. Co-sponsored by 85 senators and planned to be offered on Senate floor as amendment to S 636 sometime after today (Monday).

S 3242, Sen. Richard L. Neuberger (D-Ore.). Provide government financing of federal election campaigns by paying both major parties $11,065,985 for 1956 campaign.

Neuberger amendment to S 636 would provide government grant of $1 million each to major parties for purchase of radio and tv time for presidential and vice presidential candidates.

S 3494, Sen. Estes Kefauver (D-Tenn.). Vest a "property right" in a station's network affiliation by requiring network to pay station the value of the affiliation franchise if the network cancels contract at its own option.

SENATE BILLS
(Introduced First Session)

S 771, Sen. John M. Butler (R-Md.) and others. Withdraw from persons convicted of subversive activities and members of subversive organizations equal rights in political broadcasts. Referred to Pastore subcommittee.

S 825, Sen. John W. Bricker (R-Ohio). Authorize FCC to regulate networks. In Senate Commerce Committee. Subject of current tv network and uhf-vhf allocations hearings.

S 950, Sen. Warren G. Magnuson (D-Wash.). Prohibit broadcasts of certain gambling information (horse racing information). In Senate Commerce Committee.

S 1208, Sen. John M. Butler (R-Md.). Relieve stations from liability for defamatory statements made in political broadcasts by candidates. In Senate Commerce Committee.

S 1390, Sen. Estes Kefauver (D-Tenn.). Prohibit transmission of horse racing information. In Senate Commerce Committee.

S 1648, Sen. Magnuson. Amend Sec. 309 (c) "economic protest" provisions of Communications Act. Hearing held by Pastore subcommittee. House-passed version (HR 5614) passed by Senate. (See Measures Approved.)

S 1909, Sen. Neuberger. Require tv stations to inform viewers when political candidate being televised is using face make-up or prompting devices. In Senate Commerce Committee.

S 2128, Sen. Magnuson. Provide reasonable notice to agency (including FCC) of applications to courts of appeal for interlocutory relief against orders of agency. In Senate Commerce Committee.

S 2306, Sen. Frederick G. Payne (R-Me.). Implement proposal by CBS President Frank Stanton to authorize stations and networks to allow candidates of major political parties to appear on news, interview, forum, debate and similar programs without having to give "equal time" to candidates of minority parties. In Senate Commerce Committee.

S 2321, Sens. Carl Hayden (D-Ariz.) and Homer Capehart (R-Ind.). Prohibit FCC from denying grant to competing newspaper applicant for station on grounds other than news monopoly in community if newspaper's other qualifications are superior to competitor. Referred to Pastore subcommittee.

S Res 13, Sen. Magnuson. Authorized Senate Commerce Committee to make investigations,

THE BIG 25

SESAC'S BIG 25TH BIRTHDAY OFFER TO BROADCASTERS THAT MEANS BIG SAVINGS FOR YOU! HEAR ALL ABOUT IT AT SESAC HEADQUARTERS, SUITES 528-A AND 530-A, CONRAD HILTON HOTEL, CHICAGO, WHILE YOU'RE AT THE NARTB!

SESAC

CELEBRATING OUR 25TH ANNIVERSARY

including networks and uhf-vhf probe, with funds of $200,000 for 1956. Approved by Senate.

S J Res 33, Sen. Price Daniel (D-Tex.). Identical to S 950 above. In Senate Commerce Committee.

S 2639, Sen. Magnuson. Increase salary of FCC members and those of certain other agencies from $15,000 to $21,500 yearly. In Senate Commerce Committee.

S 923, Sen. William Langer (R-N. D.). Prohibit advertising of alcoholic beverages on radio, tv or in other media. Hearings held Feb. 15-17 by Senate Commerce Committee.

S 1898, Sen. Russell Long (D-La.). Allow federal excise tax credit of $7 each on tv sets equipped for all uhf channels. In Senate Finance Committee.

S 636, Sen. Thomas C. Hennings Jr. (D-Mo.). Revise upward legal limit political candidates may spend in election campaigns. Hearing held by Senate Elections Subcommittee of Rules & Administration Committee. Reported to Senate floor and now on calendar. Also see S 3308, S 3242, S 3074 and Neuberger amendment to S 636.

S Res 17, Amend Senate rules so witness at committee hearing can object to appearing before tv cameras on grounds of harassment and distraction, with committee members deciding whether cameras are to be allowed (most Senate committees follow this practice generally). Placed on Senate calendar and passed over several times.

S 2628, Sen. Olin D. Johnston (D-S. C.) and Frank Carlson (R-Kan.). Raise FCC salaries from $15,000 to $20,000. In Senate Post Office & Civil Service Committee.

SENATE HEARINGS FIRST SESSION

The Senate Juvenile Delinquency Subcommittee wound up a series of hearings on tv programs as a possible factor in juvenile delinquency and in August 1955 issued a report calling for FCC censorship of programming and other measures.

The Senate Elections Subcommittee held hearings on S 636 (see Senate Bills) at which broadcast industry witnesses testified on significance of radio-tv media in elections.

The Senate Commerce Committee held hearings on S 1648, amending Sec. 309 (c) of the Communications Act. An identical House measure was enacted into law in the Second Session. The Senate group also held hearings on the nominations of George C. McConnaughey and Richard A. Mack to the FCC. Committee members also issued the Plotkin and Jones reports in the First Session.

The Senate Internal Security Subcommittee heard testimony from CBS newsman Winston Burdett on past Communist activities.

HOUSE HEARINGS SECOND SESSION

• Transportation & Communications Subcommittee of House Commerce Committee on Feb. 2-3, 7-8, heard testimony on the following: HJ Res 138-139—identical measures to limit tv towers to 1,000 feet—from FCC; HR 3789—deny equal time under Sec. 315 (a) to Communists or subversives—from NARTB, FCC; HR 4814—exempt broadcasters from liability for libelous statements made on air by political candidates—from NARTB, FCC; HR 6810—relieve broadcasters from "equal time" requirement when they present candidates on news, forum, debate and similar type shows—from CBS, Democratic National Committee (NBC later endorsed bill); HR 6968 and HR 6977—identical bills to prohibit "discrimination" against applicants for radio or tv licenses who have interests in newspapers or other media "primarily engaged" in gathering and dissemination of information—from FCC, Reps. John V. Beamer (R-Ind.) and John W. Heselton (R-Mass.). Other hearings planned on these and additional bills affecting radio-tv.

• House Commerce Committee on Feb. 16-17 heard testimony on HR 4627, to prohibit alcohol advertising on radio-tv and in other media, with radio-tv industry and other advertising interests among witnesses speaking against bill. Same witnesses were heard on Senate's S 923.

• Evins Subcommittee of House Small Business Committee heard testimony March 20-21 on alleged broadcast industry and White House influence in FCC decisions, subpoenaing on short notice RCA-NBC and CBS records on dealings with FCC and subpoenaing two tv broadcasters. The House unit also heard testimony from uhf tv industry spokesmen. The hearing followed a lengthy questionnaire sent by the group to the FCC last December. Subcommittee staff expects to resume hearings in May and hear network and other witnesses.

• Antitrust Subcommittee of House Judiciary Committee heard testimony Feb. 27 from head of Justice Dept.'s antitrust division on NBC-Westinghouse station swap. House group expects to resume hearings in a few weeks on alleged "regulation of the FCC by the industries it is supposed to regulate." Rep. Pat Hillings (R-Calif.) has asked this group to probe complaints that National Collegiate Athletic Assn. exercises monopoly in its control of televised college football.

• Government Information Subcommittee of House Government Operations Committee heard testimony Feb. 17 from the FCC in the House unit's inquiry to find if government agencies and departments are withholding information from the public and congressmen.

• House Appropriations Committee's Independent Offices Subcommittee on Feb. 15 heard FCC testimony on its fiscal 1957 budget. Amount the House group approved ($7.8 million) later was approved by the House and sent to the Senate.

• The House Un-American Activities Committee held hearings last August in New York on alleged Communist infiltration of radio-tv and other entertainment media. In its annual report issued in January, the House group said active Reds still are members of American Federation of Tv & Radio Artists, thus may be expected to call up other witnesses in radio-tv.

PLANNED HEARING

• House Commerce Committee Chairman J. Percy Priest (D-Tenn.) has said his group's Transportation & Communications Subcommittee—or a special subcommittee—will hold hearings this session on a bill (HR 395) to create uniform laws regulating Daylight Saving Time.

MEASURES APPROVED

HR 9739, Independent Offices Appropriations Bill. Provides $7.8 million for FCC for fiscal 1957, an increase of $930,000 over fiscal 1956, and includes $141,000 for the FCC's network study. Now in Senate Appropriations Committee with hearings planned in late April.

NEW HOUSE BILLS

HR 9762, Rep. Emanuel Celler (D-N. Y.), chairman of House Antitrust Subcommittee. Give Justice Dept. authority to take antitrust action against industries under regulation by federal agencies. In House Judiciary Committee.

HR 10,217, Rep. Oren Harris (D-Ark.). Authorize stations to make time available to presidential and vice presidential candidates of major political parties on an equal basis without being required to make time available on same basis to candidates of minority and splinter parties. In House Commerce Committee.

H Res 449-450, Rep. Martha W. Griffiths (D-Mich.). Permit radio and tv coverage of House chamber and committee proceedings. In House Rules Committee.

HOUSE BILLS
(Introduced First Session)

HR 177, Rep. Katherine St. George (R-N. Y.). Require stations to investigate persons and groups for whom contributions are solicited on radio and tv programs. In House Commerce Committee.

HR 395, Rep. Harley Staggers (D-W. Va.), provide uniform Daylight Saving Time.

HR 524, Rep. Carl Hinshaw (R-Calif.). Designate subscription tv and theatre tv as common carriers. In House Commerce Committee.

HR 626, Rep. Emanuel Celler (D-N. Y.). Prohibit commercial sponsorship of televised or broadcast coverage of congressional hearings. In House Commerce Committee.

HR 789, Rep. Kenneth Keating (R-N. Y.). Anti-gambling bill (see S 950, S 1390, S J Res 33). In House Commerce Committee.

H. J. Res 138, 139, identical bills by Rep. Oren Harris (D-Ark.) and Carl Hinshaw (R-Calif.) to limit radio-tv antenna towers to

—an old Cincinnati Habit:
—listening to WCKY;

10 years of 24 hour a day music and news programming has created in Cincinnatians, the habit of tuning to WCKY for

The Best in Music
The Latest in News

*21% of morning audience
22% of afternoon audience
21% of night time audience

BUY WCKY

1,000 feet. In House Commerce Committee. Hearings held Feb. 2-3, 7-8 by Harris Subcommittee.

HR 3461, Rep. J. Percy Priest (D-Tenn.). Anti-gambling bill (see HR 789 and similar Senate bills). In House Commerce Committee.

HR 3789, Rep. Edward T. Miller (R-Md.). Equal rights (see S 771). In House Commerce Committee. Hearings held Feb. 2-3, 7-8 by Harris subcommittee.

HR 4073, Rep. Kenneth Keating (R-N. Y.). Anti-gambling (see HR 789, HR 3461 and similar Senate bills). In House Commerce Committee.

HR 4814, Rep. Edward T. Miller (R-Md.). Libel relief (see S 1208). In House Commerce Committee. Hearings held Feb. 2-3, 7-8 by Harris Subcommittee.

HR 5614, Rep. Priest. Amend Sec. 309 (c) "economic protest" provisions of Communications Act. Passed by House with amendments. Approved by Senate and enacted into law.

HR 5741, Rep. John W. Heselton (R-Mass.). Provide FCC regulation of amount of radio and tv program time which may be devoted to advertising. In House Commerce Committee.

HR 6631, Rep. Priest (see S 2128). In House Commerce Committee.

HR 6810, Rep. Harris. Implements Stanton proposal on time for political candidates (see S 2306). In House Commerce Committee. Hearings held Feb. 2-3, 7-8 by Harris Subcommittee.

HR 6899, Rep. Celler. Prohibit subscription forms of tv. In House Commerce Committee.

HR 6913, Rep. Frank Chelf (D-Ky.). Deny FCC right to decide subscription tv question. In House Commerce Committee.

HR 6968, Rep. John V. Beamer (R-Ind.). Forbid FCC discrimination against newspaper ownership of radio-tv facilities. (Also see S 2321.) In House Commerce Committee. Hearings held Feb. 2-3, 7-8 by Harris Subcommittee.

HR 6977, Rep. Harris (see HR 6968, S 2321).

HR 4627, Rep. Eugene Siler (R-Ky.). Anti-alcohol advertising (see S 923). Hearing held Feb. 16-17 by House Commerce Committee.

HR 4903, Independent Offices Supplemental Appropriations bill, giving FCC $85,000 to maintain its staff level for fiscal 1955 to work on applications backlog. Approved by House, Senate, signed by President.

HR 4070, Rep. Frank Ikard (D-Tex.). Exempt tv sets equipped to tune all uhf channels from 10% federal excise tax. Considered by House Ways & Means Committee, but not acted upon. Treasury Dept. made unfavorable report.

"Since we started advertising on KRIZ Phoenix, every man in town has been demanding proof—or no sale!"

H Res 99, Rep. George Meader (R-Mich.). Amend House rules to permit broadcasting and televising of House committee public hearings. Hearings held and turned down by House Rules Committee.

HR 5240. Independent Offices Appropriations Bill for fiscal 1956. House approved $170,000 increase of FCC fiscal 1956 budget over Budget Bureau recommendations, including $90,000 for work on applications backlog and $80,000 for study of network broadcasting industry. Senate approved House-passed $6,870,000 figure after hearings by Senate Appropriations Subcommittee.

HR 7024, Rep. Richard M. Simpson (R-Pa.). Exempt radio and tv sets used in business from 10% federal excise tax; also radio and tv components used in manufacture of any article. Reported by House Ways & Means Committee to House floor, passed by House. Reported to Senate floor by Senate Finance Committee with amendment.

HR 7387, Rep. Sid Simpson (R-Ill.), Raise FCC salaries from $15,000 to $22,500. In House Post Office & Civil Service Committee.

HR 7619, Rep. Tom Murray (D-Tenn.). Raise FCC salaries to $19,000. Reported to House floor by House Post Office & Civil Service Committee. Passed by House in First Session. Now in Senate Post Office & Civil Service Committee.

HR 7620, Rep. Edward H. Rees (R-Kan.). (Same as HR 7619.) In Post Office & Civil Service Committee.

Congress May Require FTC To Monitor Radio-Tv: Mason

IF CONGRESS passes a law requiring the government to check radio and tv advertising, the Federal Trade Commission will undoubtedly be called on to implement it. That was the theme of FTC Comr. Lowell Mason's speech before the Federal Communications Bar Assn. in Washington last week. (Also see story page 121.)

Citing a number of FTC orders which were based on fraudulent pictorialization, Mr. Mason declared that this had built up in the FTC a body of experience that would be helpful in checking tv commercials.

This was Mr. Mason's second public statement on false advertising over the air. He made his first attack last month in a speech before the Harvard U. Marketing Club [B•T, March 19]. He is scheduled to talk on the same subject at Temple U., Philadelphia, April 21, and at the U. of Richmond, Richmond, Va., May 8.

Daly Requests for Air Time Under Consideration by FCC

LAR DALY, America First candidate for the Republican nomination for President, was told by the FCC last week that it could not possibly decide on his request for time on the networks before the Illinois Republican Primary tomorrow (Tuesday).

The FCC told Mr. Daly it had sent copies of his requests to ABC, CBS, NBC and Mutual and to the secretaries of state in four states—Illinois, Indiana, Montana and South Dakota—where Mr. Daly says his name has been entered as candidate for nomination in the respective primaries. But replies cannot possibly be forthcoming before the Illinois primary tomorrow, the FCC said.

Mr. Daly wired the networks Thursday, explaining that the FCC had informed him that it was doubtful it could act in time for tomorrow's Illinois primary vote. He said that if the FCC finally rules in his favor, he would demand "full financial value lost Illinois golden opportunity due to networks' procrastination."

Another 1st in MICROWAVE

For the first time a dependable high powered microwave transmitter is available at a low cost.
Convert now from RCA type TTR Relay Transmitter to the new high powered MWT transmitter.
All accessories of your old RCA Type TTR Relay Transmitter can be used in conjunction with this New MWT unit.

Specific features of type MWT Microwave Relay Transmitter:

- *Frequency Range: 7 KMc for STL and Remote pickup.*
- *Power output of 1 watt minimum using low cost varian VA-220 Klystron.*
- *Waveguide assembly may be quickly rotated to provide either horizontal or vertical polarization.*
- *Broadband video response for NTSC color transmission.*
- *4 Mc "off the air" monitoring facility provided.*

Note: Your replaced equipment remains available as standby unit and at no time leaves your facility.
For complete details on the Type MWT Microwave Relay Transmitter write:

American Microwave

11754 Vose St., No. Hollywood, Cal.

you'll get 3-way eye-traffic

Starting with the May issues of Standard Rate's Spot Radio and Spot TV books and every month thereafter, you'll get 3-way eye-traffic for your Service-Ads—because—(1)—the map of your market, and (2) statistics on your market, will be right where they belong—in SRDS—with (3) regular listing of rates and data.

This gives you a great new opportunity to take advantage of the tripled eye-traffic with your Service-Ads in appropriate positions near your market data and near your listing.

SRDS

Standard Rate & Data Service, Inc.

COURT TO HEAR APPEALS OF VHF GRANTS

Full court sits next week for arguments about FCC final decisions in Corpus Christi, Tex.; Evansville, Ind., and Madison, Wis.

A FULL nine-judge appellate court will sit to hear the pleas of uhf stations against the issuance of final vhf decisions, it was announced last week.

Reconsidering a March petition for an *en banc* hearing—which, it was understood, failed to be accepted because of a four-to-four split (there was one vacancy at the time)—the court, on its own, last week agreed to sit in full array for what is expected to be a precedent-making decision. Normally a three-judge panel hears such arguments.

At stake in the April 18 argument are the three final vhf decisions in Corpus Christi, Tex.; Evansville, Ind., and Madison, Wis., issued by the FCC late last year. They were the first to be made following a year-long campaign by uhf stations to persuade the FCC to deintermix these and other cities. Most of the cities which were targets for deintermixture already are served by uhf stations. The grants were the first vhf outlets for these communities. On April 20 the full court will also sit to hear arguments on the drop-in of ch. 10 to Vail Mills, N. Y. (Albany).

New to the appeals court bench will be Warren E. Burger, who was confirmed by the Senate last week to succeed the late Harold M. Stephens. Mr. Burger was assistant attorney general in charge of the civil division before being nominated to the District of Columbia Circuit by President Eisenhower. He is due to be sworn in April 13.

Involved are the following:

Corpus Christi ch. 6 grant to KRIS there, appealed by ch. 22 KVDO-TV same city; Evansville ch. 7 grant to Evansville Television Inc., appealed by ch. 62 WFIE (TV) that city, ch. 50 WEHT (TV) Henderson, Ky., and by ch. 21 WKLO-TV Louisville, Ky.; Madison ch. 3 grant to WISC there, appealed by ch. 27 WKOW-TV, ch. 33 WMTV (TV), both Madison, and ch. 39 WTVO (TV) Rockford, Ill.

In the Vail Mills, N. Y., case, ch. 35 WTRI (TV) Albany and ch. 19 WMGT (TV) Pittsfield, Mass., appealed the FCC's authorization allocating the vhf channel to that small community outside of Albany.

In the vhf grants, the court refused to issue a stay order; but in the Vail Mills drop-in, a stay was ordered.

Nub of the appeals is this: That the FCC should not make final, pending vhf grants while the issue of deintermixture is still being considered. Last November the Commission dismissed all pending deintermixture petitions, but instituted at the same time an allocations proceeding which numbers deintermixture as one of the issues.

Since then the FCC has issued two other final decisions in so-called deintermixture cities: Fresno, Calif., and Miami, Fla. Both of these also have been appealed. Still waiting for final decisions are those in Jacksonville, Fla.; Hartford, Conn.; Lake Charles, La.; New Orleans, La., and Peoria, Ill., among remaining deintermixture cities.

Supreme Court Refuses To Review WFLA-TV Case

LAST move ended in failure for WTSP St. Petersburg, Fla. (*St. Petersburg Times*), in its fight to overturn the FCC's grant of ch. 8 Tampa-St. Petersburg to WFLA-TV (*Tampa Tribune*). The U. S. Supreme Court last week refused to review the grant, awarded in August 1954 and upheld by the Court of Appeals [B•T, Jan. 23]. WTSP, owned by Nelson Poynter, is the losing applicant for the two-city facility.

This is the second time within the last two weeks that the Supreme Court has refused to review an FCC grant. Earlier, the court declined to review an appeals court decision which upheld the Commission's grant of ch. 8 Petersburg, Va., to Petersburg Tv Corp. (WXEX-TV) [B•T, April 2]. Pending before the Supreme Court is a request by KFDM Beaumont, Tex. (ch. 6 grantee), which seeks review of a Court of Appeals edict remanding the case to the FCC.

Put Community Tv Under FCC, Western Telecasters Petition

FIRST concerted move to place community tv systems under the jurisdiction of the FCC took place Friday, with the filing of a complaint by a group of western telecasters.

The document claimed that community tv systems—there are about 350 of them throughout the United States—were common carriers under the meaning of Title II of the Communications Act of 1934 as amended. It named about 200 such systems.

Among those signing the complaint were:

KFBC-AM-TV Cheyenne, Wyo.; KSTF (TV) Scottsbluff, Neb.; KFXJ-AM-TV Grand Junction, Colo.; KOTA-AM-TV Rapid City, N. D.; KID-AM-TV Idaho Falls, Idaho; KSPR Casper, Wyo.; KGVO-AM-TV Missoula, Mont.; KLIX-AM-TV Twin Falls, Idaho; KLAS-AM-TV Las Vegas, Nev.; KANA Anaconda, Mont.; KGLN Glenwood Springs, Colo.; KRAL Rawlins, Wyo., and KSID Sidney, Neb.

The telecasters claimed that community tv systems are not complying with the Communications Act in that they have not filed tariffs with the FCC.

It was indicated that there is an adverse economic impact on broadcasting.

The charges were filed by the Washington law firm of Koteen & Burt in behalf of the broadcasters.

For several years, some telecasters have urged that community tv systems be brought under the jurisdiction of the FCC. The subject has cropped up from time to time in association meetings (the Wyoming broadcasters passed a resolution last year asking the NARTB to look into the matter). It has also been the subject of one speech by FCC Comr. John C. Doerfer, who addressed the National Assn. of Railroad & Utilities Commissioners in Chicago two years ago. Also in 1954, then Sen. Edwin C. Johnson (D-Colo.) declared that community tv is not a public utility. However, in recent months the states of Wyoming and California have declared that the local tv systems actually are public utilities.

Only last month, community tv became an issue in the $370,000 purchase by WSTV Inc., Steubenville, of WBLK-AM-TV Clarksburg and WPAR-AM-FM Parkersburg, W. Va. Objectors claimed there was overlap between WSTV-TV and WBLK-TV because Clarksburg community systems were relaying the Steubenville signals to their subscribers.

Subject of community tv is being studied by an NARTB committee, an RETMA committee and BMI, it was learned.

DUMONT REPORT EXPLAINS 1955 LOSSES

Deficit of nearly $3.7 million attributed to broadcasting and 'special inventory reserve' by chairman of the board.

"SUCH (broadcast) losses are behind us now," Dr. Allen B. DuMont, chairman of the board, told Allen B. DuMont Labs' stockholders in the 1955 annual report released last week.

The company last year suffered a net loss of nearly $3.7 million [AT DEADLINE, March 26]. Dr. DuMont explained in the report that this loss "resulted from broadcasting losses of $2.8 million and a special inventory reserve of $1.4 million." (The actual net loss was computed in the balance sheet after taking into account a $383,000 gross income remaining after deduction of costs and expenses, and an adjustment for depreciation.)

A rundown of the report disclosed that DuMont's troubles have not been in broadcasting alone. Sharing most of the difficulty is the "special inventory reserve" which is explained in more detail in the following summation of DuMont's transmitter equipment activity:

"Our activities in the television broadcast equipment field were not profitable in 1955. Excessive inventories and credit problems with broadcasters were factors that caused losses. The expected growth of stations based on uhf was not realized." The report indicated that FCC action either to provide additional vhf channels or to "alleviate the economic handicap of uhf broadcasters" would help this market. Anticipated, however, was a continuing replacement market for transmitter and studio equipment as broadcasters expand facilities and modernize existing equipment.

To add to DuMont's troubles in uhf equipment and broadcast operations, the company's consumer business last year was spotty. Main areas of difficulty: tv tubes, receivers and DuMont's International Div. Mainstays appeared to be electronic instruments, special type tubes and multiplier phototubes and government prime and sub-contract projects. Hopes were expressed for studies in techniques of forward scatter of long distance signal transmission; the Electronicam tv-film system; its mobile radio production and hi-fi units and clock and table radios.

Tv tube business at DuMont was faced with "highly competitive pricing" which the company is trying to counteract by instituting new and improved production techniques to reduce manufacturing costs. Tv receiver operations "were not satisfactory from a profit standpoint," said the report. The firm pointed out that tv set making is "our largest single operation" and that a "lack of satisfactory profit" in the field "has an important bearing on the company's earnings." Sales volume of its international activity was hampered last year by a slump in demand for tv picture tubes and receivers in Italy (has improved since), European competition in Latin America and to a lesser extent in the Middle East.

The special inventory reserve, Dr. DuMont said in his report, was set up after a study of existing market conditions in broadcast equipment "especially as they relate to uhf equipment, the possibility of obsolescence, the unbalance of our inventories and the prices being presently quoted by our competitors."

Highlights of DuMont's corporate year, in itself extremely active and outstanding in DuMont history: disposal of WDTV (TV) Pittsburgh; discontinuance of DuMont Television Network; separation of broadcasting from other operations through the setting up of DuMont Broadcasting Corp, and its spin off to stockholders; reclassification of common stock from A and B which held separate voting rights and prerogatives, into one class stock; change in the stock's par value from 10 cents to $1 and an increase in authorized shares of common from three million to five million, and the election of David T. Schultz, senior vice president and treasurer, Raytheon Mfg. Co., as president of the laboratories and the elevation of Dr. DuMont to chairman of the board.

New product developments included the Electronicam; Vitascan (low cost unit for color pickup for broadcast or closed circuit); improved tv transmitting and studio equipment, and various electronic test equipment and new lines of table and clock radios, tv sets and hi-fi phonographs.

Progress in Color

Of color tv, Dr. DuMont had this to say: "We continued (in 1955) our work on color television, and, in common with the bulk of our industry, our goal is technical and economic justification for the marketing of color television receivers in quantity. We already are producing and marketing color broadcast equipment."

WDTV (TV) was sold by DuMont on Jan. 10, 1955. DuMont in 1954 realized a capital profit on the sale of approximately $6.7 million. Dr. DuMont, however, emphasized that income from the station was received for only the first 10 days of last year and that the elimination of income from WDTV affected the firm's operating results.

Dr. DuMont asserted WTTG (TV) Washington and WABD (TV) New York, both now owned by DuMont Broadcasting Corp., "had the handicap of being basic and program origination stations of a losing network." Though handicapped, the stations, Dr. DuMont thought, "fared fairly well, and had not contributed materially to the loss burden of the network."

The demise of DTN, however, meant a transition for the stations and non-reliance on network sales for revenue while building local sources for revenue, said Dr. DuMont, who pointed out that this situation cut into revenues and profits of the stations.

Reflected Dr. DuMont: "Thus, we came to the close of 1955 without ownership or responsibility for broadcasting properties or operations, yet with a financial result for the year reflecting broadcasting losses of more than $2.5 million. Such losses are behind us now."

Looking elsewhere for figures showing financial strength potential, Dr. DuMont recalled that the company's gross income in 1946 was only nudging $2.5 million but by 1954 was up to $72 million.

$53,752,000 IS A LOT OF HAMMERING!

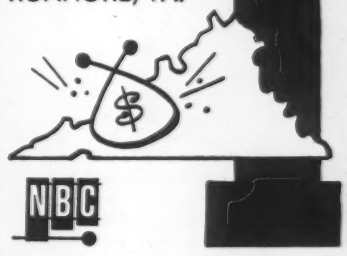
THE MARKET
Pennsylvania Anthracite Region
Retail Sales—$885,484,000
Building Supplies—$53,752,000
THE BUILDERS—
WHWL and WISL
Complete Coverage of 9 Counties
Cost—60 Cents per 1000 Families
NAIL DOWN THIS RICH MARKET!
1954 Consumer Markets—SRDS
See FORJOE & CO.
WISL 1 KW—Shamokin, Pa.
WHWL 1 KW—Hazleton, Pa.

the station that made ROANOKE

VIRGINIA'S NO. 1 TV MARKET

70.2% station share of sets . . . (ARB)

WSLS-TV
CHANNEL 10
ROANOKE, VA.



NBC

Represented Nationally—Avery-Knodel, Inc.

3

triple-play . . . well assisted

Starting with the May issues of Standard Rate's Spot Radio and Spot TV books and **every month** thereafter, you'll get 3-way eye-traffic for your Service-Ads—because—(1)—the map of your market, and (2) statistics on your market, will be right where they belong—in SRDS—with (3) your regular listing of rates and data.

This gives you a great new opportunity to take advantage of the tripled eye-traffic with your Service-Ads in appropriate positions near your market data and near your listing.

SRDS
Standard Rate & Data Service, Inc.

Tv Set Making Ended By Stromberg-Carlson

STROMBERG-CARLSON, which sold WHAM-AM-TV Rochester last week (see story, page 35), also is out of the tv set making business.

The company, a division of the huge General Dynamics Corp. (principally in marine and air navigation engineering-equipment) will continue to make and merchandise radio-phonographs and hi-fi equipment.

Robert C. Tait, president of Stromberg-Carlson, revealed last week that the division completed production March 1 of its current tv receiver line and that since then the company has been converting the facilities to other production. All personnel involved have been absorbed.

The decision to suspend production of tv sets followed more than a year's "careful" study and a fact-finding survey by an independent research firm, said Mr. Tait, who also cited an increasing demand on the division's facilities in the design and production of electronics equipment for industry and government.

Stromberg-Carlson is a pioneer in home radio receiver production. Its work dates back to 1924, and as expressed by Mr. Tait, the firm has been known "as a producer of a limited number of instruments built primarily for fine performance rather than price appeal." Mr. Tait also stressed S-C's contributions to the set industry as "being the first to introduce many features . . . since . . . universally accepted and adopted."

Other factors put forward by the company as leading to the end of tv set production: space problems created by expanding telephone, government and sound equipment business; new projects being developed that will open up "still larger markets for our products" in the communications-electronics field, and stronger profit potential in the latter fields.

In shutting off further tv set production, Mr. Tait emphasized Stromberg-Carlson will assure owners and purchasers of its tv sets continued service via honoring warranty obligations and setting up replacement parts depots throughout the nation.

An annual report released last week by General Dynamics, which last year merged Stromberg-Carlson Co., Rochester, N. Y., as a division of the company, pointed out that S-C is in development and production work on the Charactron tube for the Defense Dept. The tube displays thousands of characters visually in a fraction of a second.

Regulation on Screen Size Termed Confusing by Philco

PHILCO Corp. lashed out last week at the "public confusion" being caused by a Federal Trade Commisison rule relating to the advertising of tv set screen-size.

Under fire was Rule 9 of FTC's radio-tv trade practice rules, which was designed to curb what the FTC called "deceptive ad practices" with respect to the advertising of tv sets. Philco said the rule as designed was a "failure" and asked the FTC to either repeal it or amend it to make it more realistic.

Rule 9 requires that the size of tv sets be based on the linear measurement of the viewable picture area and prescribes only three advertising methods: (1) horizontal measure; (2) diagonal measure (if used, so specified), or (3) area in square inches.

Noting that Rule 9 became effective only last December, Philco said that over 43 million sets have been sold based on previous industry standards (the longest diameter to the nearest inch). Sales of such magnitude, Philco suggested, proves that the public accepted the previous method.

If the FTC is unwilling to repeal Rule 9, Philco asked that it be amended to provide for a tolerance of 5.5% between viewable diagonal and the stated overall diagonal.

New Mechanization Program Put Into Effect by Philco

PHILCO Corp., tv set manufacturer, has put into effect a mechanization program—never specifically referred to as automation—which is designed to make the corporation more competitive with other aggressive set producers. The program's aim was outlined by Reese B. Lloyd, vice president in charge of Philco's television division, in a statement last week distributed to the Philadelphia plant's 6,000 employes.

Mr. Lloyd said the program will keep the large plant from following in the footsteps of the company's Croydon, Pa., unit, which closed because of high manufacturing costs and affected 630 workers.

Harry Block, president of Dist. 1, AFL-CIO International Union of Electrical Radio & Machine Workers, said Philco's changes are in line with the rest of the industry.

Collins Radio Co. Names Wright, Leggett Salesmen

COLLINS RADIO Co. (broadcast equipment manufacturer), Cedar Rapids, Iowa, has appointed Joseph F. Wright Jr. and L. H. Leggett as broadcast sales representatives in the Midwest and New England areas, respectively.

Mr. Wright will headquarter in Cedar Rapids and is a former sales manager of WJIM-TV East Lansing, Mich. Mr. Leggett, formerly with WOR New York, will operate from Collins' New York office.

MR. WRIGHT MR. LEGGETT

Magnavox Pays $5.1 Million For Sentinel Radio Corp.

PRICE tag of $5,152,000 has been placed on the sale of assets of Sentinel Radio Corp., Evanston, Ill., to the Magnavox Co., Ft. Wayne, Ind., which was consummated in Chicago last week.

The county recorder's office recorded two deeds conveying the property, which includes all Sentinel assets, properties and good will but excludes liabilities of the radio-tv and phonograph manufacturer.

The sale was approved by Sentinel stockholders a fortnight ago. Sentinel will change its name, operating as the Dempster Investment Co. Sentinel shareholders will receive about $8.63 per share and an initial cash payment of $8 per share within 80 days [B•T, March 5].

Webcor Chairman Dies

FUNERAL SERVICES will be held in Chicago Monday (today) for Rudolph F. Blash, 70, founder of Webster-Chicago Corp., electronics manufacturer, who died in Fort Lauderdale, Fla. At the time of his death last Tuesday, Mr. Blash was board chairman of Webcor (maker of tape recorders and other products). In 1914 he founded the Webster Novelty Co., which later became the Webster-Chicago Corp. He is survived by his wife, Emma.

Lambda-Pacific Names Visual

APPOINTMENT of Visual Electronics Corp., New York, to handle national distribution of complete microwave facilities manufactured by Lambda-Pacific Engineering Inc. was to be announced today (Monday) by Larry Mallach, president of the manufacturing firm, at its headquarters at Van Nuys, Calif.

Sarnoff Presents Bell

BRIG. GEN. DAVID SARNOFF, RCA board chairman, last week presented a scale copy of the Liberty Bell to the Industrial College of the Armed Forces for the institution's "outstanding educational work in promoting national security through its national resources conferences." The gift was accepted by Major Gen. Robert D. Hollis, commandant of the Industrial College, at a dinner in New York. Gen. Sarnoff has served as guest lecturer at the institution on several occasions.

MANUFACTURING PEOPLE

Fred Mayhew, sales manager of Moto Radio Distributing Co., Pittsburgh, to manager of DuMont National Distributors, N. Y. DND is new division of Allen B. DuMont Labs television receiver division, set up to strengthen and control distribution for tv receivers and other products in markets currently not covered by DuMont distributors.

J. H. Pearson III, manager, inside construction sales, Graybar Electric Co., appointed manager, Graybar, Memphis, Tenn., branch, succeeding **W. J. Berry,** named district manager of Southeast, headquartering in Richmond. B•T erroneously reported March 19 that **C. S. Powell,** Graybar Mississippi Valley district manager, St. Louis, and member of firm's board of directors, had moved to Memphis location.

Roy E. Nelson, administrator of microwave planning, to manager, microwave tube planning and promotion, RCA Tube Div., Harrison, N. J.

Russell E. Norem to manager of finance, communications equipment section, Electronics Div., General Electric Co., Syracuse, N. Y.

Sidney A. Schneider, formerly with American Television Co., appointed service manager of Crescent products, Crescent Industries Inc., Chicago.

Kenneth H. Brown, service manager tv division, Bendix Aviation Corp., Baltimore, to radio-tv division, Westinghouse Electric Corp., Metuchen, N. J., in similar capacity.

Alfred Strauss, formerly manufacturing director for mechanical division of General Mills Inc., Minneapolis, appointed plants manager for west coast operations of Elgin National Watch Co., electronics division, at Burbank and Pasadena, both Calif. He succeeds **I. G. Odell,** recently named manager of Elgin's commercial development department, Elgin, Ill.

AD COUNCIL PUBLIC SERVICE ROLE CITED

Annual conference in Washington told media's contribution will be increased 20%.

THE volume of public service advertising provided by members of The Advertising Council, placed in radio, tv, printed and other media, will be increased 20%, the nation's business leaders were told Tuesday at the Council's 12th annual Washington conference. President Eisenhower addressed the morning session.

Louis N. Brockway, chairman of the Council's board and executive vice president of Young & Rubicam, said demands on the mass information machinery of the nation have greatly increased though time and space now donated to the Council runs $125 million annually. He urged members to "serve as an ambassador among business friends" to promote wider understanding of the operation and to bring about full cooperation with the Council.

"In the coming year—the year of a Presidential election—we have, in addition to our regular campaigns, a big job to do in persuading qualified Americans to register and vote," Mr. Brockway told the Council. He listed such other requests as an appeal for wider understanding of NATO, mental health, and promotion of a better understanding by youth of their obligation to serve in the armed services.

Guest speaker at the opening dinner Monday was Sir Roger Makins, British Ambassador. He was introduced by Philip L. Graham, publisher of the *Washington Post & Times Herald* and former Council chairman. Luncheon speakers Tuesday were Mr. Brockway; Sherman Adams, Assistant to the President, and F. G. Gurley, president of Atchison, Topeka & Santa Fe Railway System.

The conference with government officials included Gabriel Hauge, economic adviser to the President; Reuben B. Robertson Jr., Deputy Secretary of Defense; Theodore C. Streibert, director of U. S. Information Agency, and other promiment figures.

President Eisenhower praised the contribution of radio and tv as well as other media for their "good work" in promoting important public service campaigns. He lauded the People's Capitalism exhibit which will show other nations how democracy operates.

As to Council media campaigns, he said, "Every dollar we put into this kind of thing, if it is intelligently spent, is to my mind, in the long run, worth any five we put just in sheer defense because in the long run it is a constructive thing. It is a developing thing, the kind of development America has done at home and which we must help do abroad."

A panel discussion Tuesday afternoon included George M. Humphrey, Secretary of the Treasury, and several Council members.

The Council is a non-profit, non-partisan public service organization conducting campaigns on behalf of defense, civic, health and general welfare groups. Its 1952 register-and-vote campaign was credited with bringing out a record Presidential vote. Projects are conducted with the volunteer cooperation of broadcasting, advertising and publishing industries. Operating funds are contributed by the advertising industries and individual corporations. Theodore S. Repplier is Council president.

Sponsored radio network programs alone supply over two billion home impressions a year for Council projects. Network sustaining and local station projects more than triple this figure, according to the Council. Practically all network radio advertisers support the Radio Allocation Plan. Radio kits are distributed on all major campaigns. Tv home impressions average six billion home impressions annually, with practically all tv network advertisers participating. Tv kits are provided for major drives.

WBC Democracy Spots

THE Institute For Democratic Education, a non-profit organization to preserve America's democratic heritage, in cooperation with the Westinghouse Broadcasting Co., is presenting series of 23 spots on WBC-operated stations in Boston, Pittsburgh, Cleveland, Ft. Wayne and Portland, Ore. Featured are voices of prominent celebrities stressing principles of Democracy: teamwork, brotherhood and opportunity. WBC said series will be made available to other U. S. stations at later date.

WCTC Drive Aids Injured Teen-Ager

A NINE-HOUR radiothon, aired by WCTC New Brunswick, N. J., to raise money for medical expenses of a 17-year-old high school student who was seriously burned in a chemical explosion, brought in over $4,000.

$60,000 for WMAZ-TV Telethon

NINETEEN-HOUR Cerebral Palsy telethon over WMAX-TV, Macon, Ga., brought in cash and pledges of well over $60,000, with money continuing to arrive by mail. In addition to parade of local talent, Johnny Desmond, Buster Crabbe and Betty Ancona were on stage of Macon auditorium.

WESTINGHOUSE Broadcasting Co., which earlier this year presented a special four program series on the White House Conference on Education, has donated the films to the National Citizens Council for Better Schools, and the council will show the series to Parent-Teachers Assns. and other educational groups throughout the country. WBC President Donald H. McGannon (r) presents the films to Henry Toy Jr., executive director of NCCBS. The series—titled "The Big 'R' "—was produced via the four WBC stations, WBZ-TV Boston, KDKA-TV Pittsburgh, KPIX (TV) San Francisco and WPTZ (TV) Philadelphia, now KYW-TV Cleveland.

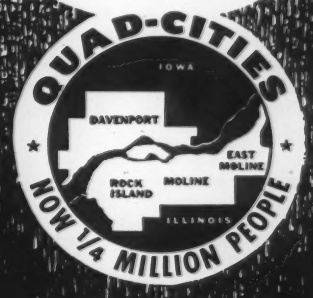
Outstanding Quad-City Favorite

MORNING • AFTERNOON • EVENING

according to ARB AND PULSE FALL SURVEYS

Ask Avery-Knodel For Figures

CBS FOR THE QUAD-CITIES



NOW 1/4 MILLION PEOPLE

WHBF AM TV

ROCK ISLAND, ILLINOIS

REPRESENTED BY AVERY-KNODEL

BMI

MILESTONES

for May

BMI's series of program continuities are full half-hour presentations . . . simple to do, saleable, excellent listening. Each script in the May package commemorates a special event of national importance:

"THE BILLION $$$$$$ MELODY"
National Music Week
May 6 - 13, 1956

"WHAT IS A MOTHER"
Mother's Day
May 13th, 1956

"POWER FOR PEACE"
Armed Forces Day
May 19th, 1956

"ICE CREAM: 2,000 YEARS OF PLEASURE"
May 23 - 30, 1956

"Milestones" is available for commercial sponsorship—see your local stations for details.

BROADCAST MUSIC, INC.

580 FIFTH AVE., NEW YORK 17, N.Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

5,000 WATTS Day and Night

WESTERN MICHIGAN'S WKNK MUSKEGON, MICHIGAN

LOW RATES

ASK HIL F. BEST

EDUCATION

Brand Names Week Begins With College Essay Contest

BRAND Names Foundation, New York, in cooperation with the New York U. School of Retailing, last week announced details of a nationwide essay contest for college students which will mark the opening of Brand Names Week April 16.

Students submitting the best essays on "The Influence of Manufacturers' Brands on Better Retailing" are eligible to win prizes consisting of a $1,000 scholarship, a color tv set and a complete fall wardrobe. Tv sets will also be awarded to the instructor of each of the three major prize winners, and merit certificates will go to the authors of the 25 outstanding essays.

Winners of the contest will be announced June 4 after screening by a panel of judges that includes Russell K. Jones, vice president of Cunningham & Walsh; Palmer Hoyt, publisher of the *Denver* (Colo.) *Post*, and other advertising and retail executives.

KIRO Records to Wash. U.

KIRO Seattle, Wash., has donated its collection of records of CBS' coverage of World War II to the U. of Washington School of Communications. The recordings represent about 2,000 discs, or 80 quarter hours, and cover the major events of the war with commentary by President Roosevelt, among others. The university plans to place the recordings on tape to preserve them.

EDUCATION PEOPLE

Richard J. Goggin, staff member, Educational Television & Radio Center, Ann Arbor, to join faculty of N. Y. U. this summer as chairman of motion picture and radio departments at Washington Square College of Arts & Science.

Dr. Robert Dreher, assistant professor of psychology, San Francisco State College, appointed head of college experimental television teaching project. Experiment scheduled for 1956-57 school year.

EDUCATION SHORT

U. of Miami, Coral Gables, Fla., announces four short summer workshop courses in tv and motion pictures planned for two and three week periods from June through August. Courses are for employed college graduates who want to learn how to use tv and film in regular work.

AWARDS

Radio-Tv Capture Photography Awards

NBC emerged with three honors and CBS with two in the 13th annual "News Pictures of the Year" photography contest sponsored jointly by the National Press Photographers Assn. and *Encyclopedia Britannica*.

Cameramen for the two networks and four individual stations were cited in the newsreel category for presentations at the NPPA convention April 1 in Chandler, Ariz. Other organizations responsible for supplying newsreel film to tv networks and stations also were honored. The awards, type of shot, cameraman and company follow:

Spot news: First prize, "Tenement Fire," Charles Sciurba, WISN-TV Milwaukee; second prize, "Algerian Fighting," Jacques Alexander, CBS; third prize, "Sperry Strike," Simon Avnet, NBC; honorable mention, "Ledge Jumper," Jess Sabin, NBC.

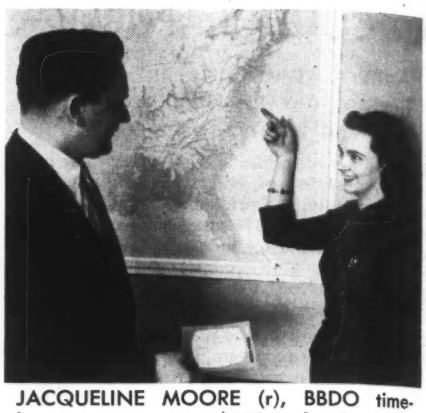
Features: First prize, "Arctic Operation," Phil Pendry, Warner Pathe; second prize, "New Orleans," Maurice Levy, NBC; third prize, "Portia Howe," Stan Zieve, WCCO-TV Minneapolis; honorable mentions, "Girl Rescues Puppy," William D. Snyder, WDAY-TV Fargo, N. D., and "Father Aids Blind Daughter," Coy Watson, CBS.

Synchronized sound: First prize, "Senate Hearing," Key Herbert, WBAP-TV Fort Worth, Tex.; second prize, "Spelling Bee," Murray Alvey, Warner Pathe; third prize, "Murder Trial, Tv Camera Telecast," Gordon Yoder, Telenews.

Sports: First prize, "Alligator Handicap," Bill Wilson, Tel-Ra; second prize, "Texas, Nursery of Acrobats," Gordon Yoder, Telenews; third prize, "Moppets Auto Race," Norman Alley, Telenews.

Network Newsmen Honored

FOUR NETWORK newsmen were among those who received plaques at the annual awards dinner held Tuesday in New York by the Overseas Press Club. Winners: David Schoenbrun, CBS, for best radio reporting from abroad; Edward R. Murrow, CBS, for best tv reporting of foreign affairs; John Daly, ABC, for best reporting originating in the U. S. or United Nations on world affairs, and Eric Sevareid, for best radio interpretation of foreign affairs. Posthumous grant of the George Polk Memorial Award went to Gene Symonds, United Press, who was killed in Singapore last year while covering Communist riots. Mr. Polk was a CBS correspondent murdered in Greece while covering Communist activities in that country. CBS contributes $500 annually as part of the Polk award.



JACQUELINE MOORE (r), BBDO timebuyer, receives a $150 gift certificate from Bill Rohn, Petry account executive, as winner of the WTAR-TV Norfolk contest to guess the population of Norfolk-Portsmouth-Newport News, Va. Miss Moore's guess of 722,385 was the closest among 476 entries from agency timebuyers. Actual population is 722,500.

AWARD SHORTS

Joe Kavigan, sound editor, CBS-TV *Lassie* series, and **Robert Maxwell,** program producer, awarded plaques by Motion Picture Sound Editors for best sound editing of films for television.

James Garfield, moderator, *Voice of the Blind* program on KGFJ Hollywood, given award of merit from L. A. County Optometric Assn. and made honorary association member.

WTIC Hartford, Conn., is administering $1,000 scholarship given station as part of national award by Thomas Alva Edison Foundation for "Radio Station That Best Served Youth in 1955."

Norman Knight, executive vice president-general manager, Yankee Div. of RKO Teleradio Pictures Inc., selected for Outstanding Young Men award of Boston Junior Chamber of Commerce, given annually to ten young men for professional achievement and community service.

Norman F. Hall, president, Hall & Thompson Inc., Oklahoma City advertising agency, recipient of Oklahoma City Adv. Club 1956 Distinguished Service Award for service to city and advertising profession.

KRLD-TV and **WFAA-TV Dallas, Tex.,** honored for joint 1,521-ft. tower by North Texas Radio-Television Distributors, which presented inscribed silver trays, and Advertising League of Dallas, which presented certificates to stations and **Hill Tower Corp.** for construction of candelabra tower.

WKZO Kalamazoo, Mich., honored with "Distinguished Service to Health" award from Mich. State Health Society for continuous eight-year series, *Tell Me, Doctor,* along with **Drug Shop,** sponsor of the programs. **Upjohn Co.,** Kalamazoo, cited for support of Doctor Placement Program launched by society several years ago.

KHOL-TV Holdrege, Neb., received Recognition and Appreciation Award from Holdrege Junior Chamber of Commerce.

Ben Duffy, president, BBDO, N. Y. and **Paul F. Harron,** president, WIBG Philadelphia and WPFH (TV) Wilmington, Del., received honorary doctor of law degrees from St. Joseph's College, Phila.

United Press Facsimile Newspictures
and
United Press Movietone Newsfilm
Build Ratings

CKNW New Westminster, B. C., won annual award of New Westminster Safety Council for contribution to safety education during 1955.

Jimmy Durante, star of NBC-TV's *Texaco Star Theatre,* awarded American Heart Assn.'s "Heart and Torch" award for "outstanding contributions" to 1955 Heart Fund Campaign.

Janet Ross, women's broadcaster, KDKA Pittsburgh, Pa., awarded Pittsburgh Adv. Club annual "Addy" statuette as "Pittsburgh's Advertising Woman of the Year."

Paul Coates, KTTV (TV) Los Angeles, star of *Confidential File,* presented American Legion narcotics division award.

Rod Cameron, star of MCA-TV's *City Detective* series, cited by Attorney General of Texas for "outstanding contribution to law enforcement."

Bert Horner, governor of 10th district of Adv. Federation of America, presented honorary life membership in Oklahoma City Adv. Club.

WWJ Detroit received citation for safety service from Allstate Insurance Co. for *Listen and Live,* traffic safety program.

Alan Scott, WRCV-TV Philadelphia, m.c. of *Let Scott Do It* program, received Poor Richard Almanack Award from Poor Richard Club in Philadelphia in recognition of participation in Ben Franklin 250th birthday week, Jan. 16, 1956.

WTVJ (TV) Miami, Fla., and **Ralph Renick,** news director, given special commendation by Miami Board of Realtors for four week series, *Bumper-to-Bumper,* on automobie traffic.

John D. Beaty, junior of U. of Fla. School of Communications, Gainesville, Fla., received second annual WRUF (university station) Red Barber Award for radio announcing.

Guild Films Co., N. Y., and **Columbia Transcriptions,** N. Y., presented with joint award of National Premium Industry Assn. for "best tie-in premium sales plan," centering around Liberace 78 rpm recording, produced by Columbia Transcriptions and made available to sponsors of *Liberace* tv program by Guild Films.

Frank E. Pellegrin, partner and vice president of H-R Representatives and H-R Television Inc., N. Y., station representatives, and graduate and former faculty member of Creighton U., Omaha, Neb., cited by university as "one of ten distinguished alumni . . . a master in the field of communication arts."

Herbert Hands, sales staff, RKO-WOR Film and Sound Recording Studios, N. Y., won tour of Europe for two, for increasing his sales quota by 119% in four months of company sales contest.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

—PROGRAMS & PROMOTIONS—

'WIRE SERVICE' FOR SALE

NOTICE of sponsorship availability for a new ABC-TV film presentation, *Wire Service,* was being circulated last week by the network's sales development department. The program, an hour-long weekly adventure series, is a salute to press association reporters. The series, filmed in Hollywood by Desilu Productions, was created by Don Sharpe and Warren Lewis, and stars George Brent, Dane Clark and Dennis Morgan. ABC-TV described the series as "completely fiction" and not a documentary or news show. The presentation, a 30-page booklet, has as its cover a miniature newspaper mat.

WCBS-TV PUTS ON DAILY FILM

IN its first use of syndicated filmed programming on across-the-board basis, WCBS-TV New York will begin carrying *My Little Margie* (Mon.-Fri., 9-9:30 a.m. EST) and *Amos 'n' Andy* (Mon.-Fri., 9:30-10 a.m. EST), effective April 16. Four participations daily will be offered for sale to advertisers.

WRCA-TV USES TRIED AND TRUE

WANT news to travel fast? Telegraph, telephone or tell a woman, they say. Using the latter means, Max E. Buck, promotion and advertising manager of WRCA New York last week began introducing the station's newest personalities by hosting groups of clubwomen to lunch in the metropolitan New York area. Lunches are then interrupted while the WRCA "personality" salutes the various women's clubs on his or her noontime program via specially-provided portable radios. Then, especially-retained home economists who are "holding" the lunches, tell the girls all there is to know about the star, urging them to spread the good word back home. The final ploy: the star "drops into" one luncheon or another after he or she gets off the air, via automobile—or helicopter, if need be.

'Bridey' Listens Too

STEVE SORENSON, better known to KSPO Spokane, Wash., listeners as "Mr. Callahan," began a disc jockey program from the window of his appliance store at noon, March 15, and continued without sleep for 85 hours and five minutes, claimed to be an unofficial disc jockey record.

In the marathon's final hours, Mr. Callahan did his announcing from a cot, on doctor's orders, while taking oxygen and uttering statements of his "fine condition."

Many listeners formed clubs to stay up with the appliance salesman and encourage him to a new record. Other listener reactions:

A college student jumped out of her dormitory window at 3 a.m. to visit the marathon.

Local entertainers came by to play for the audience, which reached hundreds at a time.

A local firm installed a portable shower for Mr. Callahan's use.

One of many telegrams received was signed "Bridey Murphy."

Two teenage boys asked Mr. Callahan's help in getting dates for a St. Patrick's dance—they received over 100 offers.

Bea Johnson, Director of Women's Activities for KMBC-KFRM and one of the best-known woman broadcasters in America. Her "Happy Home" is a "must" with both housewives and advertisers.

LISTEN the New Sound of

KMBC-KFRM

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact—they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

KMBC of Kansas City
KFRM for the State of Kansas
1st in the Heart of America

now there are

Starting with the May issues of Standard Rate's Spot Radio and Spot TV books, and every month thereafter, you'll get 3-way eye-traffic for your Service-Ads—because—
(1)—the map of your market, and
(2) statistics on your market, will be right where they belong—in SRDS—with
(3) your regular listing of rates and data.

This gives you a great new opportunity to take advantage of the tripled eye-traffic with your Service-Ads in appropriate positions near your market data and near your listing.

SRDS Standard Rate & Data Service, Inc.

Recently published . . . got yours?

1956 BROADCASTING YEARBOOK MARKETBOOK

The 22nd consecutive edition of "Radio's One-Book Reference Library" has been mailed recently to subscribers. *If you're not already a B•T subscriber, or if your subscription does not include the BROADCASTING Yearbook-Marketbook please check and mail this order form*

BROADCASTING • TELECASTING
1735 DeSales Street, N.W., Washington 6, D. C.

Enter my subscription to include the 1956 BROADCASTING Yearbook-Marketbook—$9.00 ☐

Adjust my subscription to include the 1956 BROADCASTING Yearbook-Marketbook—$2.00 ☐

Please send me ..... copies of 1956 BROADCASTING Yearbook-Marketbook @ $3.00. ☐

name _____ position/title _____

company _____

street _____

city _____ zone _____ state _____

LISTENERS GO RIDING IN POLICE PATROL CAR

ON KFBK SACRAMENTO'S 'UNIT 99' PROGRAM

"KMA 907 . . . Sacramento Police Department . . . to Unit 99 . . . Are you in the clear?"

". . . Unit 99 to KMA 907 . . . 99 . . . in service . . . and on the air!"

With these cryptic words, *Unit 99,* the on-the-spot police car radio program, shifts into high gear for Northern California listeners of KFBK Sacramento, Calif.

Unit 99 revolves around the night beat of a police car, known in law enforcement circles as a unit, and its crew. Its stage is the city. Its actors are the everyday people of the city who suddenly need the help of the law or run afoul of it. Five nights a week a police sergeant assigned to *Unit 99* covers this night beat, recording for the radio audience the experiences of a policeman in an average American city . . . happenings which are sometimes dangerous, sometimes pathetic, always dramatic.

The entertainment value of *Unit 99* is proving to be high. The average private citizen's fascination for police work, his knowledge that the episodes were real, the voices genuine and action authentic and recorded at the scene are adding up to a real success.

The City of Sacramento's police department purchased a squad car especially for the program. It assigned the car its euphonious number and the full time efforts of Police Sgt. Dan Meredith, who drives the car and handles the interrogation. His relief man is Sgt. Bruce Guthrie. Both are accompanied by a KFBK engineer who carries the recorder.

Selling the program was no problem. The first prospect to hear the show immediately signed up as sponsor. The Sacramento Association of Insurance Agents has continually sponsored *Unit 99 ever* since. ABC is now using a three-times-a-week, 10-minute segment of *Unit 99* as a part of its new evening programming concept, *Listen.*

What types of cases has *Unit 99* handled? They run the gamut of police work, from robberies and lineups to run-away children.

One hears the voices of tough juveniles, robbers, dope addicts, swindlers and housebreakers. Citizens in trouble, family quarrels which have culminated in blood letting, and frightened, lost children have created some of the scenes.

The windup of each program is handled by Police Chief James Hicks. He describes the disposition of the persons involved, adding a few words of advice to others who might make mistakes similar to those heard on the air. Chief Hicks also gives each tape a final approval before it is broadcast making sure no information is let out which might interfere with future legal proceedings. In 47 shows, not one deletion has been made.

The physical setup for *Unit 99* includes a small, portable tape recorder, battery operated, and carried with a strap over the engineer's shoulder. The microphone is concealed in a large flashlight held casually by the police sergeant in charge.

Personnel of KFBK who work the night beat carry special officer credentials, a status which was somewhat hastened when KFBK's special events manager, Tony Koester, who played a prominent role in creating *Unit 99,* found himself the only block between freedom and a giant of a man who had been taken to the city's emergency hospital for care. Fast talking on Koester's part kept the hulking inebriate occupied until the return of the officers.

The program could not continue without the complete cooperation and assistance of the police department. Chief Hicks recently wrote:

"I believe this program has created better public relations with the citizens of our community. Through this medium they have learned of the trials and tribulations of police officers during their tour of duty."

If Chief Hicks had any doubts about *Unit 99,* a recent telephone call from New York would have cleared them up. An irate listener, having just heard the network show, was on the line demanding the program be taken off the air. He contended, in outraged tones, that it was not good for his young son to hear . . . too much talk about crime and actually to have young hoodlums on the air was going too far.

"Why don't you turn off the radio?" inquired Hicks.

"Oh, I can't do that," replied the caller, "I'm listening to it myself . . . wouldn't miss a night!"

UNAWARE that the flashlight held in the police officer's hand is actually a concealed microphone, the pilot of a private airplane which had crashed only minutes before, tells of his experience, to be broadcast on KFBK's *Unit 99.*

SOLID FRONT IN TWIN CITIES

COOPERATION between two ordinarily spirited competitors, WCCO-TV and KSTP-TV, both Minneapolis-St. Paul, to telecast the entire three-day Minnesota state high school basketball tournament was likened by one station to "Gimbel's embracing Macy's." The stations, which alternated telecasts, also fed the games to regional stations. The joint endeavor resulted not only in reaching the largest audience ever to watch a Minnesota high school athletic event, but increased stature of Northwest television, the stations report.

WBIR COVERS COUNCIL BRAWL

CITY COUNCIL coverage can be lively listening, WBIR Knoxville, Tenn., can testify. Station microphones were there for a blow-by-blow account when councilmen abandoned oratory for fisticuffs at one session recently. WBIR has been broadcasting city council proceedings in their entirety as a public service for four years.

KDKA CLAIMS CRASH SCOOP

KDKA Pittsburgh, Pa., cites a list of "firsts" in its coverage of the April 1 TWA airliner crash at the Greater Pittsburgh Airport. With the news on the air some 20 minutes after it occurred, KDKA claims: first report of the crash in any news medium, first report on a national network, first broadcast on an interview with a survivor and first coverage for independent radio and tv stations.

'HOME' DIPS INTO POLITICS

IS a woman's place in the home? Not during election-year, hints NBC-TV's *Home*, and they'll have women delegates on hand to prove it. The weekday morning program will select two women from among the delegates to attend the Chicago and San Francisco conventions—a Democrat from the West and Republican from the East—and follow them through the political campaign. NBC-TV thus hopes to show women "campaigning in their local areas, reveal the effect on their families and show all their other political activities." *Home* had previously announced plans to telecast directly for two days from each of the convention cities during the weeks of Aug. 13 and 20.

LISTENERS IN ON KLZ ACT

TO the program staff of KLZ Denver, "radio really gets around" is anything but a cliché. It's a proven idea. Several months ago, the station launched locally a 75-minute program, *Party Line*, with KLZ personality Star Yelland. Idea of the program was that Denver listeners would call Mr. Yelland on the phone and talk about anything from city hall to the weather, with both sides of the conversation aired on the show. Shortly thereafter, when three local sponsors happily "cut into" the Party Line, KLZ's representative, The Katz Agency, approached three of its clients—WTVN Columbus, KCMO Kansas City and WKRC Cincinnati—and "sold" them on launching their own versions of the program. In each case, the stations reported sponsor activity, high ratings and neck-and-neck competition with prime evening tv time.

THREE 'WINDOWS' ON WRCA-TV

WRCA-TV New York has added the Monday-through-Friday, 11:25-11:30 a.m. segment for its *Window* color series, selling the period to B. Altman & Co. (department store), New York, for six weeks, starting April 9. The station has been carrying *Window* on an across-the-board basis from 8:55-9 a.m. and from 9:55-10 a.m., and the new time period preempts five minutes of NBC-TV's *Home*.

CHATTING just before the start of the Maryland Day marathon relay from the steps of historic State House, Annapolis, Md., to the city hall in Baltimore are (l to r) Thomas Garland Tinsley Jr., president of the Maryland Broadcasting Co. (WITH-AM-FM-TV); Mrs. Theodore R. McKeldin and Gov. McKeldin; Mrs. Tinsley, and Dr. V. K. Wellington Koo, ambassador from China. The Olympic Games development race was sponsored by WITH Baltimore and WNAV Annapolis.

FINDS 1,012 WORDS IN KNOE

LISTENERS to KNOE Monroe, La., aren't going to forget that station's call letters soon—not after KNOE's contest asking them to make as many words as possible from the call letters. The eight-day competition drew 1,643 entries, with the winner finding 1,012 words in KNOE. Miss Hildreth Adair won $50 for wordiest entry.

KYW BARKS UP RIGHT TREE

KYW Cleveland, Ohio, personality, Wes Hopkins, in town for only a month, is certain of at least one segment of the listening population—the dog lovers. At the conclusion of a two-week contest asking listeners to guess a dog's weight from a tape-recorded bark, the station counted more than 2,000 mail contest entries. The winner claimed a beagle puppy, with runner-up receiving a $25 gift certificate. Forty others got copies of *How to Teach Your Dog to Sing*.

Joy Comes to Stockton

USING the theme that radio is the business of "top entertainment to make people happy and more receptive to advertisers commercial messages," KXOB Stockton, Calif., conducted a major promotion campaign among agencies, advertisers and listeners to herald the April 1 change of call letters to KJOY with an accompanying switch of program format to the "happy" theme.

Models dressed in the new KJOY "jester" trade mark costumes called on clients and prospects and made public appearances, including water ski rides up Stockton harbor, while other models telephoned more than 100 agencies in Los Angeles and San Francisco to introduce the 25-second "happy" announcement on tape by KJOY Sales Manager Herb Wixson. KJOY president is Joseph E. Gamble, who also has newly opened KWIP Merced, Calif.

'NO PROPAGANDA' BY ABILENE

ABILENE Christian College, Abilene, Tex., is offering free to all takers a taped 13-minute radio program, *Worship in Song*, featuring campus choral groups and continuity for their songs. Nineteen stations are now carrying the program, which, the college says, "is not a propaganda release" for ACC.

Buffalo's

Best Known

Sales Team

WGR-TV
BUFFALO

National Representatives
PETERS, GRIFFIN, WOODWARD, INC.

Station Authorizations, Applications
(As Compiled by B • T)
March 29 through April 4

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts. mc—megacycles. D—Day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary Through April 4

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,837	2,833	226	381	163
Fm	539	529	48	22	1

FCC Commercial Station Authorizations
As of February 29, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,832	521	159
Cps on air	9	18	326
Cps not on air	123	13	106
Total on air	2,841	539	485
Total authorized	2,964	552	591
Applications in hearing	150	1	159
New station requests	247	4	22
New station bids in hearing	100	0	106
Facilities change requests	148	6	31
Total applications pending	819	48	281
Licenses deleted in Feb.	1	1	0
Cps deleted in Feb.	1	1	3

*Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary Through April 4

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	348	96	444
Noncom. Educ. on air	14	5	19

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commecial	310	311	621[1]
Noncom. Educational	20	19	39[2]

Applications filed since April 14, 1952:

(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	975	337	766	546	1,313[3]
Noncom. Educ.	61		34	27	61[4]
Total	1,036	337	800	573	1,373[5]

[1] 166 cps (32 vhf, 134 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTIONS BY FCC

Elmira, N. Y.—Central New York Bcstg. Corp., granted uhf ch. 18 (494-500 mc); ERP 15.4 kw vis., 796 kw aur.; ant. height above average terrain 700 ft., above ground 324 ft. Estimated construction cost $95,579, first year operating cost $30,090, revenue not separable. Post office address 224 Harrison St., Syracuse, N. Y. Studio location, none proposed. Trans. location Hawley Hill approx. three miles west-northwest of Elmira. Geographic coordinates 42° 06' 20" N. Lat., 76° 52' 17" W. Long. Trans. and ant. RCA. Legal counsel Dow, Lohnes & Albertson, Washington, D. C. Consulting engineer Craven, Lohnes & Culver, Washington, D. C. Principals are owners of **WSYR-TV Syracuse, N. Y.**; station is to be WSYR-TV satellite. Granted April 4.

Philadelphia, Pa.—Metropolitan Philadelphia Educational Radio & Television Corp. granted uhf ch. 35 (596-602 mc); ERP 20.85 kw vis., 11.25 kw aur.; ant. height above average terrain 503 ft., above ground 585 ft. Estimated construction cost $283,499, first year operating cost $200,000, revenue $250,000. Post office address 2801 Packard Bldg., Philadelphia. Studio and trans. location Philadelphia. Geographic coordinates 39° 57' 04" N. Lat., 75° 10' 08" W. Long. Trans. and ant. RCA. Legal counsel Saul, Ewing, Remick & Saul, Philadelphia. Consulting engineer William H. Johnson Jr., Philadelphia. Permittee is licensee of **WHYY (FM) Philadelphia**. Granted March 29.

APPLICATIONS AMENDED

Brownwood, Tex.—Victoria Television Co. application amended to change ant. system. Amended April 4.

Victoria, Tex.—Victoria Television Co. application amended to insert street after Jordan in studio-trans. location and change ant. system. Amended April 4.

Milwaukee, Wis.—Board of Vocational & Adult Education application amended to change trans. location to 1015 N. Sixth St., Milwaukee; ERP to 105.35 kw vis., 63.9 kw aur.; make changes in ant. system and incorporate additional legal and financial data. Ant. height above average terrain: 370 ft. Amended April 4.

Existing Tv Stations . . .

ACTION BY FCC

WDBJ-TV Roanoke, Va.—Granted mod. of cp to change trans. location from site 5.6 miles from city to Poor Mountain, 13 miles from center of city, and change ant. and other equipment; grant is without prejudice to action Commission may take as result of decision by Court of Appeals involving move of **WSPA-TV Spartanburg, S. C.**, trans. site. Action April 4.

APPLICATIONS

WROM-TV Rome, Ga.—Seeks mod. of cp to change trans. location to highpoint no. 2, near Thompsonville, Ga.; ERP to 316 kw vis., 178 kw aur., install new ant. system and make equipment changes. Ant. height above average terrain: 1,558 ft. Filed April 2.

WTOK-TV Meridian, Miss.—Seeks mod. of cp to change ERP to 169.5 kw aur. Filed March 29.

KAVE-TV Carlsbad, N. M.—Seeks mod. of cp to change description of studio and trans. location to 2907 West Church St., Carlsbad, ERP to 10.23 kw vis., 5.13 kw aur. Filed March 29.

WFBG-TV Altoona, Pa.—Seeks cp to make minor ant. and equipment changes. Filed April 2.

KGUL-TV Galveston, Tex.—Seeks mod. of cp to change studio location to 11 Video Lane, Galveston (not move) and to make ant. changes. Ant. height above average terrain: 1,170 ft. Filed April 4.

APPLICATIONS AMENDED

WFBG-TV Altoona, Pa.—Files amendment to also cover facilities specified in BPCT-2069, authorizing new studio location. Filed March 29.

Agana, Guam—Radio Guam files amendment to correct figures of geographic coordinates (minutes of longitude). Amended March 29.

CALL LETTERS ASSIGNED

WETV (TV) Atlanta, Ga.—Board of Education of City of Atlanta, ch. 30.

WCDA (TV) Albany, N. Y.—Hudson Valley Bcstg. Co., ch. 41. Changed from WROW-TV, effective April 2.

WCDB (TV) Hagaman, N. Y.—Hudson Valley Bcstg. Co., ch. 29. Changed from WAST (TV), effective April 2.

New Am Stations . . .

ACTIONS BY FCC

Dover, Del.—Chesapeake Bcstg. Corp., granted 1600 kc, 500 w D. Post office address P. O. Box 97, Havre de Grace, Md. Estimated construction cost $27,922.70, first year operating cost $45,000, revenue $60,000. Principals include Pres. **Jason T. Pate**, minority owner of **WASA Havre de Grace**. Granted April 4.

Green Cove Springs, Fla.—William F. Askew granted 1220 kc, 250 w D. Post office address 2566 Anniston Rd., Jacksonville 7, Fla. Estimated construction cost $9,245, first year operating cost $15,600, revenue $24,000. Mr. Askew is pastor, and former chief engineer of **WOBS Jacksonville, Fla.** Granted March 29.

Wachula, Fla.—L. B. Meadows application for cp for new am to operate on 1590 kc, 500 w D dismissed at request of applicant. Action April 2.

Gainesville, Ga.—Hall County Bcstg. Co., granted 1580 kc, 5 kw D. Post office address 535 N. Bradford St., Gainesville. Estimated construction cost $31,106.37, first year operating cost $25,000, revenue $30,000. Principals are **Ernest H. Reynolds Jr.**, movie house assistant manager, **Bob Phillip Gordon**, partner in retail dry goods store, **D. T Pethel Jr.**, loan, automobile and real estate interests. Granted April 4.

Mt. Pleasant, Iowa—Henry County Bcstg. Co. application for new am to operate on 1340 kc, 100 w unl. reinstated after dismissal for failure to prosecute. Action April 2.

Haynesville, La.—Charles Edward Ray, granted 1580 kc, 250 w D. Post office address, 3678 Beckham Dr., Shreveport, La. Estimated construction cost $14,700, first year operating cost, $21,000 revenue, $26,000. Mr. Ray is 11.88% owner of Twin City Bcstg. Co. and Vox Inc. which are applicants for new am stations in, respectively, Shreveport and Baton Rouge, La Granted April 4.

Vivian, La.—Joel Ellis Wharton, granted 1600 kc, 500 w D. Post office address 929 Pine Hill Rd., Shreveport, La. Estimated construction cost $13,443.31, first year operating cost $21,000, revenue $30,000. Mr. Wharton is radio engineer with minority holdings in applicants for new am stations at Shreveport and Baton Rouge, La. Granted April 4.

Grand Haven, Mich.—Grand Haven Bcstg. Co., granted 1370 kc, 500 w D. Post office address 128½ Washton St., Grand Haven. Estimated construction cost $14,980, first year operating cost $29,450, revenue $50,000. Principals are: Pres.-Asst. Treas. **Robert N. Runyon** (20%), special events and news director of **WOOD-AM-TV Grand Rapids, Mich.**; Vice Pres.-Gen. Mgr. **Robert L. Smith** (20%), staff announcer, WOOD-AM-TV; Treas.-Chmn. of Board **Hilbert Wulf** (40%), manufacturing in-

NEGOTIATOR FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

ALLEN KANDER
And Company

1701 K Street N.W. • Washington 6, D. C. NA 8-3233
60 East 42nd Street • New York 17, N. Y. MU 7-4242
35 East Wacker Drive • Chicago 1, Illinois RA 6-3688

terests, and Secy.-Gen. Counsel **Joseph F. Deeb** (20%), attorney. Condition set that Messrs. Runyon and Smith sever connections with WOOD-AM-TV in accordance with statement contained in application. Granted April 4.

Bucyrus, Ohio—Bucyrus Enterprises Inc. application for new am to operate on 1010 kc, 250 w D returned (signed and dated wrong). Action April 4.

Burns, Ore.—Radio 395-B Inc. application for new am to operate on 1340 kc, 250 w unl. dismissed for lack of prosecution. Action April 2.

Phillipsburg, Pa.—Moshannon Valley Bcstg. Co. granted 1260 kc, 1 kw D. Post office address 1703 Columbia Ave., Tyrone, Pa. Estimated construction cost $14,366.91, first year operating cost $19,140, revenue $40,512. Principals are equal partners Rev. **William Emert**, pastor, and **Earl B. Bartley**, auto transport firm owner. Granted March 29.

Fountain Inn. S. C.—Fountain Inn-Simpsonville Enterprises Inc., granted 1600 kc, 1 kw D. Post office address Box 311, Fountain Inn. Estimated construction cost $25,075.99, first year operating cost $28,102, revenue $45,000. Principals are eight partners, each holding about 6% of authorized stock. These are: **Arthur Edwin Green**, service station and other interests; **D. L. Bramlett Jr.**, banker, insurance agency owner; **Melvin K. Younts**, stockholder in **WMRB Greenville, S. C.**; **Conway J. Jones Jr.**, furniture store partner; **Robert W. Edwards**, promotion manager **WFBC Greenville, S. C.**; **Charles W. Spence**, lawyer; **Steven W. Hiott**, bank director, insurance supervisor, and **Joe F. Thomason**, grocer. Granted April 4.

Abilene, Tex.—Key City Bcstg. Co. application for new am to operate on 860 kc, 250 w D dismissed for lack of prosecution. Action April 2.

Slaton, Tex.—Star of the Plains Bcstg. Co. application for new am to operate on 1050 kc, 250 w D returned (Sec. VA and VG dated after verification in Sec. I).

APPLICATIONS

Ridgecrest, Calif.—Ridgecrest Radio, 1400 kc, 250 w unl. Post office address P. O. Box 300, Salinas, Calif. Estimated construction cost $21,475, first year operating cost $48,000, revenue $60,000. Principals include equal partners **John C. Cohan**, pres.-gen. mgr., 25% stockholder, **KSBW-AM-TV Salinas**, and **John W. Mowbray**, account executive, George P. Hollingbery Co., San Francisco, radio and tv representatives. Filed April 2.

Madison, Fla.—Norman O. Protsman, 1230 kc, 250 w limited. Post office address P. O. Box 655, Live Oak, Fla. Estimated construction cost $8,642, first year operating cost $19,000, revenue $30,000. Mr. Protsman owns **WNER Live Oak.** Filed April 2.

Rockford, Ill.—Town & Country Bcstg. Inc., 1150 kc, 1 kw D. Post office address 926 Main St., Peoria, Ill. Estimated construction cost $33,375.60, first year operating cost $84,000, revenue $100,000. Principals include Pres. **John R. Livingston**, pres., majority stockholder **WPEO Peoria**; Vice Pres.-Secy. **David T. Pritchard**, assistant manager, WPEO. WPEO Inc. will control majority of stock. Filed April 2.

Milford, Mass.—Milford Bcstg. Co., 1490 kc, 250 w unl. Post office address 25 Seventh St., Providence, R. I. Estimated construction cost $12,395, first year operating cost $22,000, revenue $31,000. Principals are Gen. Mgr.-Treas. **Lorraine M. Salera** (55%), 5% owner of applicant for new am to operate in West Warwick, R I., and former manager of **WNRI Woonsocket, R. I.**, and Sales Mgr.-Prog. Dir. **Arthur L. Movsovitz** (45%), pres. Auto Previews Inc., Providence advertising agency. **Jack C. Salera**, husband of Lorraine Salera, is 32% owner of WNRI and 47.5% owner of West Warwick applicant. Filed April 4.

Holland, Mich.—Ottawa Bcstg. Co, 1280 kc, 500 w D. Post office address U. S. 31 and James St., Holland. Estimated construction cost $23,594, first year operating cost $30,000, revenue $36,000. Principals are equal owners **Bernard Grysen**, deputy sheriff of Ottawa County; **Leonard Ver Schure**, deputy sheriff of Ottawa County, and **John Lewis Klungle**, engineer, **WHTC Holland.** Filed April 4.

Dillon, Mont.—Vigilante Bcstg. Co., 800 kc, 1 kw limited. Post office address 7 S. Arizona St., Dillon. Estimated construction cost $16,543.03, first year operating cost $18,000, revenue $25,000. Principals include Pres. **Allen H. Smith** (30%), station manager, **KANA Anaconda, Mont.**; Vice-Pres. **Burt H. Oliphant** (30%), employe, **KWSC Pullman, Wash.**; Treas. **Claude Moore** (30%), commercial mgr., KANA and Secy. **Donald J. Smith** (10%), attorney. Filed April 4.

Albuquerque, N. M.—David M. Segal, 1270 kc, 500 w D. Post office address P. O. Box 98, Aurora-Denver, Colo. Estimated construction cost $15,750, first year operating cost $36,000 revenue $48,000. Mr. Segal is pres.-dir., majority stockholder, **KOSI Aurora, Colo.**; pres.-dir., **KLEE Ottumwa, Iowa**; pres.-dir. majority stockholder, **KUDL Kansas City, Mo.** (sales approval of which is pending before FCC); pres.-dir., majority stockholder, **WGVM Greenville, Miss.** and is applicant for new ams in Boulder, Colo., and Phoenix, Ariz. Filed April 4.

Olney, Tex.—Olney Bcstg. Co., 540 kc, 250 w D. Post office address Radio Center Bldg., Denton, Tex. Estimated construction cost $13,487, first year operating cost $24,000, revenue $36,000. Sole owner is **Harwell V. Shepard**, owner of **KDNT-AM-FM Denton.** Filed Apil 4.

San Saba, Tex.—Radio San Saba, 1410 kc, 500 w D. Post office address 1601 Rindie St., Irving, Tex. Estimated construction cost $15,800, first year operating cost $26,000, revenue $30,000. Principals are equal owners **J. Earl Webb**, painting contractor, and **Gilbert T. Webb**, commercial manager of **KSWA Graham, Tex.** Filed April 4.

Chelan, Wash.—Lake Chelan Bcstg. Corp., 1220 kc, 1 kw D. Post office address P. O. Box 1510, Wenatchee, Wash. Estimated construction cost $13,185, first year operating cost $30,000, revenue $36,000. Principals own **KWNW Wenatchee.** Filed March 29.

Arecibo, P. R.—Abacoa Radio Corp., 1070 kc, 500 w unl. Post office address P. O. Box 126, Arecibo. Estimated construction cost $14,970, first year operating cost $24,000, revenue $36,000. Principals are equal owners Pres. **Jose D. Casanova**, furniture store owner; Vice Pres. **Gloria Ramos de Donate**, housewife; Secy.-Treas. **Manuel Pirallo-Lopez**, 27% owner **WISO Ponce, P. R.**, and **Carlos Pirallo-Lopez**, 19% owner WISO. Filed March 29.

APPLICATIONS AMENDED

Lakeland, Fla.—Denver T. Brannen application for new am to operate on 1010 kc, 250 w D amended to change to 1570 kc, change trans. and studio locations to Rt. 92, Damon Ave., Plant City, Fla. and change station location to Plant City. Amended April 4.

Clinton, Iowa—Mississippi Valley Bcstg. Co. application for new am to operate on 1390 kc, 1 kw D amended to specify studio location as "on Teed's Grove Rd., 2.5 miles north of Iowa 136, near Clinton." Amended April 4.

Bath, Me.—Winslow Turner Porter application for new am to operate on 730 kc, 1 kw D amended to change to 500 w and make ant. system changes (decrease height). Amended April 4.

Salisbury, Md.—Hoyt C. Murphy application for new am to operate on 1320 kc, 500 w D amended to change to 1470 kc, 5 kw, change trans. location and install DA-D. Amended April 4.

Las Vegas, Nev.—Rainbow Inc. application for new am to operate on 1050 kc, 500 w D amended to make changes in officers, directors and stockholders. Amended April 4.

Ridgewood, N. J.—American Family Bcstg. Co. application for new am to operate on 540 kc, 500 w D amended to make changes in corporate structure. Amended April 4.

Alva, Okla.—Aubrey D. Conrow application for new am to operate on 1430 kc, 500 w unl. amended to change DA pattern. Filed April 2.

Grand Prairie, Tex.—Grand Prairie Bcstg. Co. application for cp to operate on 730 kc, 500 w D amended to change trans. and studio locations to .5 miles west of Belt Line Rd. on Beatty Rd., three miles south of Grand Prairie, and make DA pattern changes. Amended April 4.

Existing Am Stations . . .

ACTIONS BY FCC

WMYR Fort Myers, Fla.—Granted mod. of cp to change from DA-2 to DA-N, operating unl. on 1410 kc, 500 w, 5 kw-LS. Action March 29.

WTCO Campbellsville, Ky.—Granted cp to change location to Munfordville, Ky., continuing operation on 1150 kc, 1 kw D; trans. to be operated by remote control from main studio site. Action April 4.

WAIM Albion, Mich.—Granted increase in power from 500 w to 1 kw, continuing operation on 1260 kc, D. Action April 4.

WGSA Ephrata, Pa.—Granted increase in power from 500 w to 1 kw, continuing operation on 1310 kc, D. Action April 4.

WKMC Roaring Spring, Pa.—Granted increase on 1370 kc from 500 w to 1 kw, continued D operation. Action March 29.

KIMA Yakima, Wash.—Application for mod. of license to change name of licensee to Cascade Bcstg. Co. returned (filed in wrong name). Action April 2.

APPLICATIONS

WGSV Guntersville, Ala.—Seeks cp to change ant.-trans. location to 2.7 miles south of Guntersville and operate trans. by remote control from "on U. S. Hwy. 241, between Brown's Valley Rd. and U. S. Hwy. 241, Guntersville." Filed March 29.

KGEN Madera, Calif.—Seeks cp to change ant.-trans. location to 600 ft. southeast of intersection Rd. 28 and Ave. 15 (Friant Rd.), Madera, and make ant. changes. Filed April 4.

KXRX San Jose, Calif.—Seeks cp to increase power from 1 kw to 10 kw, and make changes in DA-1. Filed April 2.

WGTO Haines City, Fla.—Seeks cp to increase power from 10 kw to 50 kw. Filed April 2.

WABR Winter Park, Fla.—Seeks mod. of cp to increase power from 1 kw to 5 kw. Filed April 4.

WSNT Sandersville, Ga.—Seeks mod. of cp to make ant. changes. Filed April 2.

KLFT Golden Meadow, La.—Seeks cp to increase power from 500 w to 1 kw. Filed April 2.

WMIS Natchez, Miss.—Seeks cp to change ant.-trans. location to Shady Lane (just off Hwy. 61, south) Natchez, and make changes in ant. system. Filed March 29.

KWRE Warrenton, Mo.—Seeks cp to increase power from 500 w to 1 kw. Filed March 29.

WCGC Belmont, N. C.—Seeks cp to change hours from D to unl., change power from 500 w D to 500 w N, 1 kw D and install DA-N. Filed April 4.

WPFD Darlington, S. C.—Seeks cp to increase power from 500 w to 1 kw. Filed March 29.

KELA Centralia-Chehalis, Wash.—Seeks cp to increase power from 1 kw unl. to 1 kw N, 5 kw D. Filed April 2.

WHIS Bluefield, W. Va.—Seeks mod. of cp to decrease N power from 5 kw to 500 w and change from DA-N to non-DA. Filed March 29.

WCHF Chippewa Falls, Wis.—Seeks cp to increase power from 1 kw to 5 kw. Filed April 4.

WHOA San Juan, P. R.—Seeks cp to change from 1400 kc to 640 kc, hours of operation from unl. to D, power from 250 w unl. to 5 kw D, and make equipment changes. Filed April 4.

APPLICATIONS AMENDED

WCRK Morristown, Tenn.—Application for cp to change from 1450 kc to 1150 kc; increase power from 250 w to 500 w N, 1 kw D; install DA-N and change ant.-trans. location, amended to make changes in DA pattern. Filed April 2.

CALL LETTERS ASSIGNED

WFBS Fort Walton Beach, Fla.—West Florida Bcstg. Service, 950 kc, 500 w D.

WMLF Pineville, Ky.—States Bcstg. System Inc., 1230 kc, 250 w unl.

WAGN Menominee, Mich.—Men-Mar Bcstg. Corp., 1340 kc, 250 w unl. Changed from WNAW.

WAVN Stillwater, Minn.—St. Croix Bcstg. Co., 1220 kc, 250 w D. Changed from WSHB effective May 1.

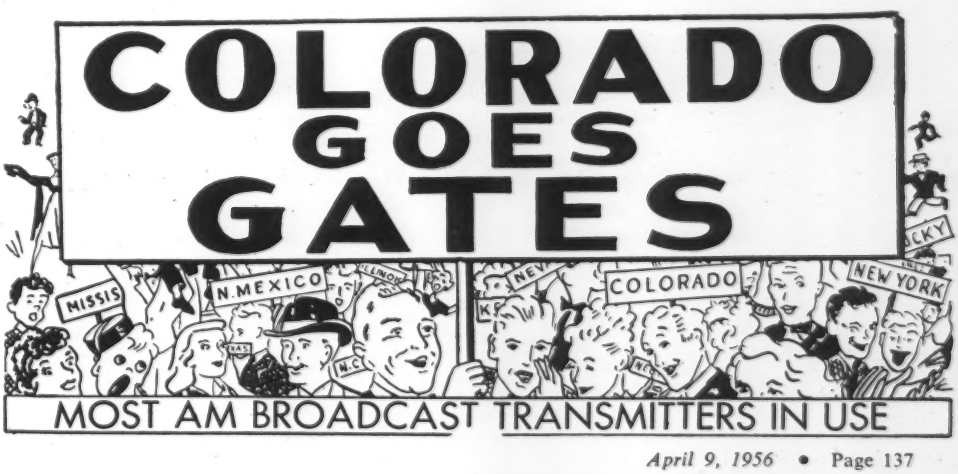
KHAM Albuquerque, N. M.—Rex A. Tynes, 1580 kc, 1 kw D.

WORM Savannah, Tenn.—Florence Bcstg. Co., 1010 kc, 250 w D.

New Fm Stations . . .

ACTION BY FCC

Minneapolis, Minn.—Fidelity Bcstg. Co. granted 97.1 mc, 3 kw unl. Post office address 3800 Minnehaha Ave., Minneapolis. Estimated construction cost $31,682, first year operating cost



$36,000, revenue $38,000. Principals include **Northwestern Television & Electronics Institute** (57%), former owner of non-commercial **WNOV St. Paul, Minn.** Granted April 4.

APPLICATION

Newark, Del.—George E. Remp, 89.1 mc, .01921 kw. Post office address 31 Kullen Drive, Brookside Park, Newark. Estimated construction cost $475, first year operating cost $50. Station is for non-commercial, educational use. Filed April 2.

Existing Fm Stations . . .

ACTIONS BY FCC

KELE (FM) Phoenix, Ariz.—Granted mod. of cp to change to 95.5 mc. Action March 30.

KOEN (FM) Oceanside, Calif.—Granted request to cancel license of non-commercial/educational fm station and delete call letters. Action March 30.

WLCS-FM Baton Rouge, La.—Granted request to cancel license of fm station and delete call letters. Announced April 3.

WWMT (FM) New Orleans, La.—Granted cp to change to 44 kw, ant. height to 215 ft. and make slight ant. system changes. Action March 30.

WRFM (FM) Hattiesburg, Miss.—Granted request to cancel license of fm station and delete call letters. Action March 30.

KWOS-FM Jefferson City, Mo.—Granted change in ERP from 3.1 kw to 765 w, and waiver of Sec. 3.204 to permit operation with 250 w trans. on class B ch. in place of present 1 kw trans. Action April 4.

APPLICATION

WLOG-FM Logan, W. Va.—Seeks cp to change ERP to 2.1 kw. Filed April 2.

CALL LETTERS ASSIGNED

WRNC (FM) Bradbury Heights, Md.—Chesapeake Bcstg. Co., 95.5 mc, 16.5 kw, changed from WBUZ, effective March 30.

Ownership Changes . . .

ACTIONS BY FCC

WKTM-AM-FM Mayfield, Ky.—Granted assignment of licenses to **Fred L. Thomas** for $50,000. Mr. Thomas is watchmaker. Granted April 4.

KTAG-TV Lake Charles, La.—Granted assignment of permit to **KTAG Assoc.** Corporate change only; no change in control. Granted March 30.

KOBK Owatonna, Minn.—Granted transfer of control to **Robert W. Behling, Gerald J. Boos,** and **Duane Allen** for $21,024. Messrs. Behling, Allen and Boos are general manager, program dir., and chief engineer, respectively, of **WDLB-AM-FM Marshfield, Wis.** Granted April 4.

WKDL Clarksdale, Miss.—Granted assignment of license to Coahoma Bcstg. Co. for $4,000 plus assumption of liabilities (balance sheet indicated $3,366 in current liabilities). Principals are **Anne P. McLendon** (60%), wife of **John M. McLendon,** 50% owner of **WOKJ Jackson** and 50% of **WNLA Indianola,** both **Miss.,** and **W. L. Kent** (40%), 50% owner WOKJ and WNLA. Granted April 4.

WBEN-AM-FM-TV Buffalo, N. Y.—Granted transfer of control to **Kate Robinson Butler,** executrix under will of late **Edward H. Butler.** Mr. Butler was majority stockholder of Buffalo Evening News Inc., which controls **WBEN-AM-FM-TV.** Announced April 2.

KRUL Corvallis, Ore.—Granted transfer of control to **John G. Severton** for $14,155. Mr. Severton, among interests, is electrical appliance wholesaler. Granted April 4.

KLAD Klamath Falls, Ore.; KBOY Medford, Ore.—Granted assignment of licenses to K-Lad Broadcasters and K-Boy Broadcasters, respectively, for $70,000. Principals are equal partners **Clarence E. Wilson** and **P. D. Jackson,** presently part-owners of KLAD and KBOY. Announced March 28.

KBEN Carrizo Springs, Tex.—Granted assignment of license to Radio Station KBEN for $16,000. Principals are partners **Walter H. Herbort Jr.,** manager of KBEN, and **Roy W. Herbort,** engineer-announcer of **KDLK Del Rio, Tex.** Granted April 4.

KSTV Stephenville, Tex.—Granted assignment of license to KSTV for $57,500. Principals are **Oscar H. Halvorson** (50%), chief engineer, **KGCX Sidney, Mont.,** and **Olaf Folkvord,** rancher. Granted April 4.

KRGV-TV Weslaco, Tex.—Granted transfer of negative control to **LBJ Co.** for $5,000 plus loan of $140,000. Loan of $103,000 to **KRGV Weslaco** is also called for with LBJ Co. to hold option for 50% of outstanding stock. **KRGV-TV** owes transferor **O. L. Taylor,** who will maintain 50% control, $90,000. LBJ Co. is owner of **KTBC-AM-TV Austin, Tex.,** and 29% owner of **KWTX-AM-TV Waco, Tex.** Granted April 4.

WTCS Fairmont, W. Va.—Granted transfer of control to **Nicola Fantasia** for $21,500. Mr. Fantasia is sports director-account executive of WTCS. Granted April 4.

WCAN-TV Milwaukee, Wis.—Granted assignment of cp to **Lou Poller,** present 95% owner. Mr. Poller is buying remaining 5% from **Alex Rosenman** for $54,259. Granted March 29.

APPLICATIONS

KONI, KELE-FM Phoenix, Ariz.—Seeks assignment to Anjo Broadcasters & Telecasters Inc. for 97% interest in Anjo to **James T. Ownby,** present owner of stations, who becomes secy.-treas. of Anjo. Other stockholder is Pres. **Annie Dee Davis,** 20% owner of **WDOB Canton, Miss.** Filed April 2.

KPOK Scottsdale, Ariz.—Seeks transfer of control to **Arizona Aircasters Inc.** for $10,000 plus assumption of over $4,500 in outstanding notes. Arizona Aircasters is applicant for new am to operate in Scottsdale. Filed April 4.

KBAB El Cajon, Calif.—Seeks transfer of control to **John H. Babcock,** *et al,* for $83,000 in cash and notes. Mr. Babcock is presently joint 50% owner of KBAB and will be 25% owner with five local corporations equally holding remaining shares. Filed April 2.

KFMU (FM) Glendale, Calif.—Seeks assignment of license to **Brazy Bcstg. Corp.** Corporate change only; no change in control. Filed April 4.

KSDA Redding, Calif.—Seeks transfer of control (51%) to **Betty Maxine Farelle,** president minority stockholder, for $5,500. Filed March 29.

WFMQ (FM) Hartford, Conn.—Seeks assignment of license to **General Bcstg. Corp.** for $10,000 and 1,000 shares in General Bcstg. Assignee is owner of **WTMH (FM) Providence, R. I.** Filed April 4.

WLCO Eustis, Fla.—Seeks assignment of license to **Floyd W. Hess** for $35,000. Mr. Hess is former station manager of **WPMP Pascagoula, Miss.** Filed March 29.

WQIK-TV Jacksonville, Fla; WWOK Charlotte, N. C.—Seek assignment of license and assignment of permit, respectively, to **Carmen Macri.** Corporate change only; no change in control. Filed April 4.

WFUL-AM-FM Fulton, Ky.—Seeks transfer of control to **R. Paul Westpheling Jr.** and **Johanna S. Westpheling,** owners and publishers, *The Fulton County News,* for $30,500. Mr. and Mrs. Westpheling are minority stockholders in WFUL-AM-FM. Filed April 4.

WTSN Dover, N. H.—Seeks assignment of permit to **WTSN Inc.** Corporate change only; no change in control. Filed April 2.

WBLA Elizabethtown, N. C.—Seeks assignment of permit to Bladen Bcstg. Corp. for $6,500. Eight principals each own 12.5%. Among principals are **Roy Helms,** theatre owner, and **Jessie Lee McCulloch,** owner of *Bladen Journal,* Elizabethtown, N. C. Filed April 4.

KGCU Mandan, N. D.—Seeks transfer of control to **C. E. Kempel** (79.30%), **John K. Harris** (10.35%), and **Richard C. Johnson** (10.35%), for $45,351 in cash and notes. Mr. Kempel is former shareholder in **KCJB-AM-TV Minot, N. D.,** and **KXJB-AM-TV Jamestown, N. D.** Filed April 2.

WCDL Carbondale, Pa.—Seeks transfer of 14.79% of presently outstanding stock to **Carbondale Bcstg. Inc.** for $5,929 through purchase from Vice Pres. Roy T. Merkel who is dropping out of corporation. No change in control. Filed April 2.

WERC-AM-FM Erie, Pa.—Seeks assignment of licenses to WERC Bcstg. Corp. for $132,500. Principals are Pres. **Joseph L. Brechner** (55%), 29.7% owner **WGAY Silver Spring, Md.,** 26% owner **WLOF Orlando, Fla.,** and 26% owner of Mid-Florida Television Corp., applicant for tv operation in Orlando; Vice Pres. **Marion B. Brechner** (5%), 3.2% owner WGAY, and Secy.-Treas. **Vasil Polyzois** (40%), 20% owner WLOF and 20% owner of Mid-Florida. Filed March 29.

KSTB Breckenridge, Tex.—Seeks involuntary transfer of control to present minority stockholder **Elizabeth Chapman,** executrix and sole legatee under will of **R. W. Chapman,** deceased. (Previously filed application for assignment license to Radio Breckenridge is pending.) Filed April 2.

KGBT Harlingen, Tex.—Seeks assignment of cp to Harbenito Radio Corp. for $286,582, of which $4,500 is cash and remainder assumption of notes. Stations are presently owned by **McHenry Tichenor** (approx. 40%), **James Cullen Looney,** (approx. 40%), and **Troy McDaniel** (10%). If present application is approved principals wil be Pres. McHenry Tichenor (26%); **McHenry Tichenor Jr.** (25%), no business interests; Vice Pres. James Cullen Looney (14%); Secy.-Treas. Troy McDaniel (10%), and **Margaret L. Looney** (25%), no business interests. Filed April 2.

KTSA-AM-FM San Antonio, Tex.—Seek transfer of control to **McLendon Investment Corp.** for $306,000. McLendon owns **KLIF Dallas, KELP El Paso,** both **Tex., WRIT Milwaukee, Wis.,** controls **WGLS Decatur, Ga.,** holds cp for tv at El Paso, and is applicant for new am to operate in Houston, Tex. Filed April 4.

KLUB Salt Lake City, Utah—Seeks assignment of license to KLUB Bcstg. Co. for $149,439. KLUB Bcstg. Co. sole owner is **Frank C. Carman,** presently 37.5% owner of KLUB. Mr. Carman owns 25% of **KUTV (TV) Salt Lake City,** 37.5% of **KGEM Boise,** 18.75% of **KLIX Twin Falls,** 18.75% of **KIFI Idaho Falls,** all **Idaho,** and 25.125% of **KOPR Butte, Mont.** Filed April 2.

WMOD Moundsville, W. Va.—Seeks assignment of license to Miracle Valley Bcstg. Co. for $57,000. Principals are Pres. **John T. Taylor** (56%), WMOD manager; Vice Pres. **Andrew J. Smik** (37%), radio-tv performer, and Secy.-Treas. **James William Jones** (7%), WMOD chief engineer. Filed March 29.

WDLB-AM-FM Marshfield, Wis.—Seeks assignment of licenses to **Clarkwood Bcstg. Corp.** Corporate change only; no change in control. Filed March 29.

Hearing Cases . . .

FINAL DECISIONS

Torrance-Huntington Park, Calif.—FCC denied petition by Charles R. Bramlett (applicant for new am to operate on 1190 kc, 250 w unl., in Torrance) requesting dismissal of application of Huntington Park Bcstg. Co., Huntington Park; and, on Commission's own motion, set aside hearing record and removed from hearing docket to processing line applications of Huntington Park for new am to operate on 1190 kc, 1 kw D, and Robert Burdette for new am on 1190 kc, 5 kw D in San Fernando, Calif. Action April 2.

WBUF-TV Buffalo, N. Y.—FCC granted petition of **WGR-TV Buffalo** to withdraw from proceeding based on its protest to grant of assignment of cp for **WBUF-TV Buffalo** from WBUF-TV Inc. to NBC; terminated and dismissed said proceeding. Action April 4.

Elmira, N. Y.—FCC made effective immediately initial decision and granted application of Central New York Bcstg. Corp. for new tv to operate on ch. 18 in Elmira, initially as satellite of **WSYR-TV Syracuse, N. Y.** Action April 4.

Nespelem-Quincy, Wash.—FCC ordered R. E. Darwood, *et al.,* Quincy and any and all agents thereof, and H. J. Miller, Nespelem, to cease and desist (1) from operating tv "booster" stations without having first obtained license from this Commission, (2) from carrying on operation of these stations without person holding appropriate operator's license from this Commission, and (3) from rebroadcasting programs without authority of originating stations. Effective date of orders is April 9. Announced March 29.

INITIAL DECISIONS

WLAQ Rome, Ga.—Hearing Examiner J. D. Bond issued initial decision looking toward

(Continues on page 144)

You Are Cordially Invited
to Visit Our Suite, 1200-A, 1201-A, 1202-A,
at the Conrad Hilton Hotel
During the NARTB Convention

Negotiations • Financing • Appraisals

BLACKBURN - HAMILTON COMPANY
RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Clifford B. Marshall
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
William T. Stubblefield
W. E. Twining
111 Sutter St.
Exbrook 2-5671-2

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
1735 De Sales St., N. W. ME. 8-5411
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 4-2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. Pilgrim 6-3000
Laboratories, Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCCE

Frank H. McIntosh & Assocs.
CONSULTING RADIO ENGINEERS
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 8-4477
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
Member AFCCE

WELDON & CARR
Consulting
Radio & Television
Engineers
Washington 6, D. C. Dallas, Texas
1001 Conn. Ave. 4212 S. Buckner Blvd.
Member AFCCE

PAGE, CREUTZ, STEEL & WALDSCHMITT, INC.
Communications Bldg.
710 14th St., N. W. Executive 3-5670
Washington 5, D. C.
303 White Henry Stuart Bldg.
Mutual 3280 Seattle 1, Washington
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
JUSTIN 6108
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 Crestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
CONSULTING ENGINEER AM-FM-TV
4806 MONTGOMERY LANE
WASHINGTON 14, D. C.
OLiver 2-8520

GEO. P. ADAIR ENG. CO.
Consulting Engineers
Radio-Television
Communications-Electronics
1610 Eye St., N.W., Washington, D. C.
Executive 3-1230 Executive 3-5851
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—RIverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone 6-2924
Member AFCCE

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
821 MARKET STREET
SAN FRANCISCO 3, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
8401 Cherry St. Hiland 4-7010
KANSAS CITY, MISSOURI

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

CARL E. SMITH
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
HEnderson 2-3177
Member AFCCE

J. G. ROUNTREE, JR.
5622 Dyer Street
EMerson 3266
Dallas 6, Texas

VIR N. JAMES
SPECIALTY
Directional Antenna Proofs
Mountain and Plain Terrain
1316 S. Kearney Skyline 6-6113
Denver 22, Colorado

JOHN H. MULLANEY
Consulting Radio Engineers
2000 P St., N. W.
Washington 6, D. C.
Adams 4-6393

RALPH J. BITZER, Consulting Engineer
Suite 298, Arcade Bldg., St. Louis 1, Mo.
Garfield 1-4954
"For Results in Broadcast Engineering"
AM-FM-TV
Allocations • Applications
Petitions • Licensing Field Service

A. E. TOWNE ASSOCS., INC.
TELEVISION and RADIO
ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR. 5-3100

SERVICE DIRECTORY

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
A FULL TIME SERVICE FOR AM-FM-TV
P. O. Box 7037 Kansas City, Mo.
Phone Jackson 3-5302

CAPITOL RADIO ENGINEERING INSTITUTE
Accredited Technical Institute Curricula
3224 16th St., N.W., Wash. 10, D. C.
Practical Broadcast, TV, Electronics engineering home study and residence courses. Write For Free Catalog, specify course.

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
*** 1953 ARB Projected Readership Survey**

Member AFCCE

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • **Help Wanted** 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Assistant manager . . . Eastern Pennsylvania station. Will pull board shift . . . assist in every department except technical. Married with car. Excellent position for man looking for opportunity in expanding company. Send tape, photo, resume to Box 926F, B•T.

Kentucky daytimer needs manager, manager-first phone, combo-first phone, also salesman with some announcing. Box 931F, B•T.

Manager wanted for 1000 watt fulltime independent sports, music, and news radio station in Iowa. This is a going concern, your job—keep it going. Salary very good, manager may buy. Replies confidential. Give full details. Box 109G, B•T.

Need radio station manager with proved sales ability, for network station in southwestern competitive television market. Good living conditions. Real opportunity for permanent capable man. No floaters. Complete details including snapshot and beginning salary. Box 145G B•T.

Salesmen

Southeastern negro market, clear channel station, will pay 20% commission and good draw for experienced live-wire salesman. Station enjoys competitive advantage and is well accepted nationally and locally. Excellent living conditions. No floaters. Box 887F, B•T.

Experienced salesman for Texas ABC station. Good market. Good deal. Box 929F, B•T.

Immediate opening radio salesman who can assume responsibilities of assistant manager with possibility of leading to manager's position. Position is with one of the youngest and most aggressive radio and tv owners having several radio stations and tv properties. A great future potential for the right man. Confidential. Box 970F, B•T.

Opportunity for aggressive, experienced salesman for 1000 watt fulltime. Central New York. Salary and draw against commission. Give experience, references and photo with first letter. Box 108G, B•T.

Southwestern network radio station needs permanent capable man who can sell in competitive radio and television market. Excellent opportunity for right man. Send complete details, including minimum salary and snapshot to Box 144G, B•T.

RADIO

Help Wanted—(Cont'd)

Salesmen

Muzak franchise, growing rapidly midwest, needs salesman—possibility part-ownership. Box 156G, B•T.

Wanted: Radio time salesman. 10kw network affiliate in top market. Apply KTBS, Shreveport, La.

Announcers

Florida—Need top-notch pops DJ. Better than average salary with chance to sell and increase your earnings. Send short tape (non-returnable) of show, commercials and news. Box 505F, B•T.

Announcer-operator board, some experience in play-by-play for permanent position in progressive 1000 watt, clear channel station in midwest. Extra benefits available. State salary, availability in application . . . reply Box 769F, B•T.

Announcer with above average ability for above average small station in the east. Our staff has an above average deal. You must be experienced. We're not looking for network material but a level headed man who can run board and follow station policy. Good basic salary with increments. Box 850F, B•T.

Announcer—immediate opening for experienced man. Must have car. 1000 watt daytimer in eastern Pa. One of chain. Excellent opportunity for advancement to executive or sales positions. Paid vacations, time and half, etc. Write to Box 934F, B•T.

Announcer: Prefer one with first class ticket but will consider all applicants. Illinois. Pay commensurate with experience and ability. Box 945F, B•T.

Minnesota regional station needs news director. Good salary. Must be good announcer and able to type. Box 104G, B•T.

Minnesota-St. Paul station needs announcer with first class license. Starting salary $100.00 weekly. Raise in 90 days. Send tape. Box 111G, B•T.

Announcer for staff duties in market of 120,000. Box 132G, B•T.

Wanted: Glib DJ—humorous adlib. Rhyming intros. Bright and breezey. Informal conversationalist (vernacular) style. Wanted by station Great Lake area (Ill., Wisc., Mich., Pa.) $125. Box 165F, B•T.

DO YOU HAVE ALL THREE?

1. CHARACTER
2. ABILITY
3. EXPERIENCE

If you can answer YES there is a strong active demand for your services. But . . . it takes more than a quick yes to land the better positions.

The successful marketing of one's services requires the application of scientific selling practices by a professional organization, with nation-wide contacts, exclusively dedicated to the broadcast industry.

We invite confidential inquiries, with your resume, for analysis of advancement opportunities.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.

333 Trans-Lux Bldg. 724 Fourteenth St., N. W. Washington 5, D. C.

RADIO

Help Wanted—(Cont'd)

Announcers

Special-events—sports man who can double in sales. Small market station in growing market. KFRD, Rosenberg, Texas.

Announcer with first class license, experienced. Send history, tape and references by airmail to KMVI, Wailuku, Maui, Hawaii.

Wanted—experienced announcer with first class license. Immediate opening. Good working conditions—20 miles from Glacier Park. Contact Dick Vick, Manager, KNEZ, Kalispell, Montana.

Wanted-combination man with first class phone. Twenty hours week air work, balance public relations and sales. Contact Leonard Epling, KNPT in Newport, Oregon.

Due to expansion, need additional qualified announcer for network station. Excellent opportunity. Prefer southwestener or midwesterner. Complete details should include picture, minimum salary, tape. Manager KSWS, Roswell, New Mexico.

Announcer-engineer, 1st phone, pleasant living conditions, plus good opportunity for advancement. Contact WACB, Kittanning, Pa.

Wanted: Announcer with minimum one year experience. Contact Progam Director, WFRL, Freeport, Illinois.

Wanted, a really talented, above average announcer. Starting pay $110.00 a week. A beautifully furnished apartment suitable for man and wife is free. Opening also for your wife doing copy and typing. Additional compensation if you are interested in sales. Please do not respond unless you are a very superior announcer. Tapes will not be returned. Send your tape to James Holder, Radio Station WINC, Winchester, Virginia.

Wanted: Good announcer, solid commercial delivery, experienced for outstanding small market music and news station, preferably, experienced in or interested in news reporting. Send tape, photo, resume, first letter to Program Director, WKBC, North Wilkesboro, North Carolina.

Good opening for experienced radio DJ who wants to also work in top television station. Both radio and tv stations lead the market. Good base salary with liberal and concrete talent scale. If not experienced please do not apply. Staff knows of this ad. Contact station direct. WKNX, WKNX-TV, Saginaw, Michigan. Send tape and photo with background qualifications.

Immediate opening, dependable announcer. Send tape, full details and salary requirements first letter. WMLT, Dublin, Georgia.

Auditions now being held for early morning radio disc jockey and tv personality. Send background, picture and tape or disc to: Program Director, WOOD, Grand Rapids, Michigan.

Experienced announcer with first class ticket, for top 5000 watt fulltime station in western Virginia. Write WRAD, Radford, Virginia.

Immediate opening. Combo announcer-engineer, announcing emphasis. $85.00. Forward tape, particulars. Melvin Stone, WRUM, Rumford, Maine.

Morning DJ. Metropolitan market experience only. Only men in $10,000.00 a year class need apply. Number two station in six station market. Send tape, resume to, Bert Charles, WVKO, Columbus, Ohio.

Announcer-writer for Orient, Single, experience. $300 per month plus benefits. Send tapes (7½), resume and photos to Paul Baron, Palmer DeMeyer, Inc., 50 East 42nd Street, New York 17, N.Y.

Northwest graduates working in radio and tv (including Northwest Broadcasting School graduates) we are forming a national alumni association and I have a special gift for you. Get in touch with me as soon as possible. Bill Sawyer, 1221 N. W. 21st Avenue, Portland 9, Oregon.

Technical

Radio and television technical personnel. Midwestern city of half million. Good salary and working conditions. Other benefits. Finest equipment. First phone required. In reply state experience, education, draft status, and send snapshot. Box 940F, B•T.

Wanted: First class engineer with sports announcing experience. Must know and have experience in transmitter, studio, remote control and tape recorder installation and maintenance. Right job for good man in the south. Send tape. Box 951F, B•T.

Chief engineer—announcer—opportunity at growing successful fulltime station in medium-size southern city; excellent working conditions. Send complete resume with audition tape. Box 120G, B•T.

RADIO

Help Wanted—(Cont'd)

Technical

Unusual opportunity for technical director and chief engineer to take responsibility of operating two radio stations and two vhf television stations in top midwest market. Top pay. Only experienced need apply. Send background, experience, salary requirements. Availability and references, first letter. Box 148G, B•T.

Wanted: Engineer-announcer. 1st class ticket. Ability to read fluently. Please state salary required. KLIZ, Brainerd, Minnesota.

Permanent first class transmitter engineer, no announcing, no experience necessary. WAMS, Wilmington, Delaware.

First class engineer-announcer, must be able to maintain 250 watt station, $75.00, 48 hours. WBIP Boonville, Mississippi.

Wanted immediately, combination first ticket engineer-announcer with emphasis on announcing. Good pay. Central location in south. Apply WGAD, Gadsden, Alabama.

1st class license for 2 year old remote control 1000 watts. Experience unnecessary. Chance to learn announcing if you desire. Pleasant working conditions. Send photo and salary expected to Chief Engineer, WJEH, Gallipolis, Ohio.

Wanted: Radio engineer first class radio telephone license; strong on maintenance. No operating tricks. Apply Chief Engineer, Radio Station WRIV, 29 East Main Street, Riverhead. Long Island, N. Y.

Engineer announcer with first phone. Send experience, photo, references and tape to Box 271, Orange, Virginia or call 7263.

Programming-Production, Others

News editor for editing news wire, gathering, reporting local news, very little board work; excellent opportunity on progressive fulltimer in expanding southern market. Send photo and resume with audition tape. Box 121G, B•T.

Wanted May 15 or June 1, experienced continuity chief. Would handle all continuity and production spots. Good creative opportunity. Prefer experienced male or female. Lets exchange details. Friendly town of nine thousand. Progressive station. We have references, send yours. Box 162G, B•T.

Experienced continuity writer. Salary open. Must service accounts. Forward full information including photo and references to Manager, KFMA, Box 457, The Quint City's news and music station, Davenport, Iowa.

Newsman. Thoroughly experienced local reporter and wire editor. Authoritative presentation. For both tv and radio. Advise previous experience, references, and salary expected. Forward audition tape, including commercials and attach snapshot. Confidential. WAKR, 853 Copley Road, Akron 20, Ohio.

Experienced copywiter wanted immediately. Male or female. $65 a week to start. Excellent opportunity. Send resume. Don Lasser, WICH, Norwich, Conn.

Commercial copy editor, writer wanted immediately. Midwestern man or woman preferred. Excellent salary and opportunity. Send data to George C. Biggar, General Manager, WLBK, DeKalb, Illinois.

Situations Wanted

Managerial

Manager, non-drinker, family man. Now wishes to invest yearly in smaller market. Pulled 2 stations out of red in 2 years. Will bring one good salesman. Top references. Top background. Box 124G, B•T.

Experienced all phases. Reliable, sober worker. Mature enough for responsibility. Young enough to be asset. Experienced enough to know-how. Box 141G, B•T.

Manager. Record of profitable operation in a metropolitan market. Will invest in station. Available May 1st. Box 142G, B•T.

Hard working—sober—family man—desires medium to small market—10 years experience. Engineers license. Independent or network operation, good voice. Presently managing daytimer. Live wire salesman. Make an offer! Box 161G, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Experienced announcer, DJ, reliable, ambitious, married, available immediately. Box 959F, B•T.

Announcer-DJ. Two years experience. Will travel for right position. Box 106G, B•T.

Personality . . . radio and television. Experienced and extremely capable at selling a commercial. Play-by-play award winner, adept at gathering and airing news. Top man who wants a station that will offer top earning potential. All inquiries honored. Box 107G, B•T.

Announcer. First phone license. 5 years. Good commercial and news. Capable routine maintenance. Wants permanent and good. Appreciate full details. Box 110G, B•T.

Experienced staff announcer, operate board. Strong on sports, news, DJ, single vet, will travel. Box 115G, B•T.

Wanted: Position for training announcer. Have strong background in classical, popular, and progressive music; also experienced in running combo. Am willing to travel for the right position. Tapes available. Box 118G, B•T.

My one-legged bulldog (Sidney) has a bad case of asthma and wants to go West. So the wife and I are gonna pack up our hillbilly and gospel records and go when we get an offer. Presently employed but no opportunities. Tape on request. Box 131G, B•T.

Experienced radio-tv announcer available for midwest location. Mature; sober; responsible; sharp commercial delivery; familiar with music and news. Minimum annual salary $6,500. Box 125G, B•T.

Recent broadcasting school graduate. Good DJ, news, sports, board, tape. Box 128G, B•T.

Mr. Station manager. Here's announcer who will devote himself whole-heartedly to your interest. He's 22, single, draft exempt, has done play-by-play college football, basketball, baseball. Handled Gates control board. Own DJ show, news, commercials. Welcomes opportunity to handle time selling. Travel, tape, presently employed. Box 129G, B•T.

Staff announcer, excellent news, commercials, top DJ, familiar with tv announcing. Strong potential. Experience light, single, travel, tape. Box 130G, B•T.

Announcer-engineer. 5 years experience music, news, sports, single, veteran, seeks job with future. Prefer midwest. Available immediately. Box 131G, B•T.

Announcer, DJ, copywriter, control board, single, 27, tape, resume on request. Box 134G, B•T.

Now hear this! Versatile announcer seeking operation where advancement parallels ability. Let's swap. I'll offer good news sincere selling commercials, audience pleasing DJ, creative C.B.O., 3rd ticket, one year experience, references, no recent graduate, etc. $70 minimum. 48 hours maximum. Available one week. Will relocate. You offer the job. Yonkers 3-1021, New York. Particulars on request. Box 136G, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Experienced negro DJ, announcer. Young. All phases of air work. Operators ticket. Willing to travel. Tape, resume on request. Box 137G, B•T.

Announcer, versatile personality DJ. Dynamic play-by-play all sports. Excellent voice. 5 years experience. $100 minimum. Box 138G, B•T.

Two years college, two years radio on west coast. Desire to locate in larger market midwest to east. Box 139G, B•T.

Need good morning man? Investigate this prospect. Sober, steady, experienced. Lively time, news and weather. Know commercial and musical approach. Box 140G, B•T.

8 years experience announcing. Would like to relocate in Washington, D. C. area. Write Box 146G, B•T.

Experienced DJ available for south. Will come for personal interview. Box 149G, B•T.

If you want a good DJ in the south, contact me and I'll come for interview. Box 150G, B•T.

DJ, can build and hold audience available for personal interview. Box 151G, B•T.

Tyro-radio school graduate. Some experience as an attraction announcer. Available immediately. Box 154G, B•T.

Experienced staff announcer. Family 4 years experience. Excellent punch, intimate type commercials, news, DJ. Interested relocating permanent position radio or tv, north Mason-Dixon line or Florida. Box 157G, B•T.

Experienced play-by-play sportscaster-newsman. First class license. Prefer West Coast. $2.00 per hour. Box 163G, B•T.

Versatile radio-tv announcer. 10 years experience. Capitol Record artist, strong news delivery, c/w and popular DJ. Good adlib and straight air salesman. Want to relocate near larger city. Will consider reasonable offers. References, tapes, photo. Write Freddie Chapman, 814 First Avenue E., Oskaloosa, Iowa.

Announcer-DJ, young, willing, able, intelligent, will travel. Bob Douglas, 1883 Crotona Avenue, Bronx 57, New York.

DJ-sales—first ticket—four years radio, now employed. Family man—want one job paying decent living wage or guarantee. Dale Leitzman, 405 Lafors, Pampa, Texas. Phone person to person 4-4062.

Announcer, 8 years experience. Presently employed. Call 3-4787, Oskaloosa, Iowa.

Technical

Transmitter position wanted, have 2 years time, 1st phone, 33. Box 155G, B•T.

(Continued on next page)

STATION MANAGER

THAT'S WHAT YOU CAN EARN AS MANAGER OF THE OK GROUP'S NEWEST SPECIALIZED RADIO STATION WLOK, MEMPHIS, TENNESSEE

$10,000 to $20,000

You will be paid on a percentage of the gross billing plus year-end bonus, and from past experience with other stations, these are realistic figures.

This is what we want in our man:

(1) Considerable experience in national and regional sales as you will be selling the entire 5 station OK Group in addition to your own station.

(2) Handle, develop and train aggressive, hard hitting local sales staff.

(3) Any experience in specialized Negro radio or as national rep will help, but not essential.

(4) You must be under 40 with proven record that will stand investigation.

Position is open now. Applications treated in confidence. Write giving full history to Stanley W. Ray, Jr., The OK Group, 505 Baronne Street, New Orleans, Louisiana.

P. S.: We can also use a top-notch salesman at $6,000 minimum guarantee.

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Here's the right Negro girl for radio and tv! Experienced. Single. Will travel. Box 555F, B•T.

Announcer, thoroughly experienced radio-tv, desires permanency or summer replacement eastern market. Box 950F, B•T.

After 11 successful years with DuMont and Mutual . . . this tv-radio promotion and advertising director can give you a first class promotion operation. Thoroughly familiar in network station spot and syndicate film, advertising, marketing, promotion and merchandising. Excellent references. For details contact Box 103G, B•T.

Imaginative programming—news writing, editing Features, documentaries. Columbia journalism graduate; local newspaper background. Box 166G, B•T.

TELEVISION

Help Wanted

Managerial

Station manager wanted for moderate size vhf in southwest now making money. Should be experienced in sales and know-how to operate economically. Station now making money. Liberal salary and percentage. Box 101G, B•T.

Salesmen

Vhf network affiliate with full power in one of midwest's richest markets needs experienced responsible salesman immediately. Excellent position for right man. Opportunity to become sales manager if ability merits. Send complete background to Box 901F, B•T. Application confidential.

Successful, thoroughly experienced tv sales manager needed immediately for NBC outlet in rich market. Send complete information, first, letter, to Box 159G, B•T.

TELEVISION

Help Wanted—(Cont'd)

Announcers

Experienced, versatile tv announcer for southeastern vhf. Will consider radio announcer with tv potential. Send full details; experience, small picture, expected salary. Box 112G, B•T.

Technical

Transmitter engineer wanted for GE 50kw Channel 10 CBS affiliate. Job located 8 miles south of town of 5,000. $125 for 5 day week. Tv transmitter experience required, with GE vhf or uhf preferred. Box 147G, B•T.

Chief engineer for established Great Lakes area network vhf. Excellent opportunity for capable man. Send full resume to Box 158G, B•T.

Have opening for experienced tv studio control operator with first class radio-telephone license. Must have some camera experience for occasional relief shifts. R. A. Dettman, KDAL-TV, Duluth, Minnesota.

Wanted: Experienced studio technican for Florida vhf NBC station. Send complete resume and picture to Gino Ricciardelli, Chief Engineer, WJNO-TV, P. O. Box 510, Palm Beach, Florida.

Programming-Production, Others

Western television station needs creative, energetic promotion manager, full ideas and the ability to execute them. Please submit resume and photo. Good experience preferred but ability is what counts. Box 133G, B•T.

Assistant continuity writer for midwest television station. Television experience not necessary. Must have radio background. Give full details including salary requirements. Box 160G, B•T.

Photographer . . . for newly reorganized news department. Must be familiar with motion picture photography, editing, stills, and darkroom procedure. Prefer man with own press camera. Opening immediate. Write or wire J. W. Kelin, Jr., P. O. Box 470, Rockford, Illinois.

TELEVISION

Help Wanted—(Cont'd)

Programming-Production, Others

Newsman . . . for work in newly reorganized tv newsroom. Will cover beat, must be capable of conducting SOF interviews. Opening immediate. Write or wire J. W. Kelin, Jr., P. O. Box 470, Rockford, Illinois.

Situations Wanted

Managerial

Manager, commercial manager, or programming manager experienced all these phases tv and radio. Fourteen years experience include network and agency. 37 years old; excellent references; presently employed. Box 864F, B•T.

Announcers

Announcer, commercial delivery that sells. Authoritative newscasts. Experienced MC, entertainer. Six years radio, some tv. Age 28, family. Box 787F, B•T.

Technical

Chief engineer of proven ability desires to relocate in southwest. Have EE degree and eight years experience, three as chief engineer. Box 962F, B•T.

Tv supervisory or maintenance position wanted. Six years experience. Construction. References. $110 minimum. Box 126G, B•T.

Chief engineer. 25 years all phases of radio and tv. College graduate. Supervisory experience construction, maintenance and operation and FCC details. Available May 1st. Box 143G, B•T.

Chief engineer, university graduate, experienced in construction and operations, excellent references—presently employed. Prefer Gulf Coast area. Box 153G, B•T.

GEORGE STERLING SEZS . . .

WE'LL SEE YOU NEXT WEEK IN CHICAGO AT THE NARTB CONVENTION

Old friends and new are cordially invited to drop in at Northwest's suite during the convention for a moments relaxation with George Sterling and John Birrel. If you have any personnel needs you can bring these along, too, but you're welcome without them. George and John won't be selling a thing.

NORTHWEST RADIO & TELEVISION

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3236

WASHINGTON, D. C. . . . . 1627 K Street N. W. [illegible]

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

Tv trained, first phone. 2 years midwest regional indie. Employed. Journalism degree. Want am with tv opportunity. Married. Vet. Box 100G, B•T.

Art director of small operation (some sales service, technical direction). Prefer west or southwest. Box 102G, B•T.

After 11 successful years with DuMont and Mutual . . . this tv-radio promotion and advertising director can give you a first class promotion operation. Thoroughly familiar in network station spot and syndicate film, advertising, marketing, promotion and merchandising. Excellent references. For details contact Box 103G, B•T.

Production manager-director—experienced in all phases of local production and programming—superior references including present employer—seeking a permanent position in healthy or promising market. Full particulars on request. Box 113G, B•T.

Versatile program director. Senior producer-director in 3-station vhf midwest market. Have announced, edited films, floor managed, operated cameras, continuity, assisted program director. Amicable manager, coordinator, thinker, worker. 27, married, B.A. Box 114G, B•T.

Tv director-producer. Excellent experience. Reasonable salary needs. Creative. Box 117G, B•T.

News specialist—experienced news director, now in tv, equally capable writing and delivery, seek opportunity big tv market. Box 119G, B•T.

Program director, 10 years proven record all phases tv and radio. At present PD of major market vhf. Age 33, married, enthusiastic, aggressive. Seek relocation with station or agency. Box 127G, B•T.

Tv production man, director: 3 years experience in studio operations with present station. Box 135G, B•T.

Low-budget ideas—news and feature writing. Documentary writing, filming, editing. Columbia journalism graduate; local newspaper background. Box 167G, B•T.

Young man: College, four years experience, editing, camera, lighting, news, commercial writing, programming, photography. Available immediately. Have American papers. P.O. Box 79, Wolfville, N.S., Canada.

FOR SALE

Stations

$8000 cash buys third interest, rural east coast kilowatt, making money. Leaving for health. Will sell only to PD-announcer. Box 116G, B•T.

Two Mississippi stations in single markets, within approximately 2 hours drive each other. Buy both for less than $50.000, fifteen down, balance 5 years. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Station located in suburb of major market. One kilowatt daytime. $90.000 total, ½ cash, balance on terms. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Rocky Mountain tourist mecca. Thriving city of about 10,000 population. Single-station market. Bank deposits $9 million. Retail sales analysis welcomed. This station can be handled for $20,000 down. Ralph Erwin, Exclusive Broker of Theatres and Radio-Tv properties. 1443 South Trenton, Tulsa.

Sold. Listing AR-1. Final sale price symbol RB. My clients may mark their confidential brochure accordingly. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

We offer one of the finest lists of radio and tv buys in the United States. Ask for our bulletin. Free and no obligation. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Central Pennsylvania single station market independent in the black. Asking $100,000, $25,000 to $30,000 down. See John Hanly.

Maryland independent in fringe metropolitan market, $55,000, ½ down. See John Hanly.

Two station team, western Pennsylvania, operating in black, $150,000. Terms can be arranged. See John Hanly.

Some new fine listings on eastern stations are now available for qualified buyers. John Hanly, 1739 Connecticut, N. W., Washington, D. C.

FOR SALE

Equipment

Transmission line, communication products, 3⅛ inch, 51.5 ohm line cat #101-506, nitrogen pressurized and in service, available approximately April 1, 1956. F.O.B. Cincinnati. 50—20 foot sections and assorted elbows and fittings and shorter lengths. Box 772F, B•T.

Accepting bids on 10kw, fm type, BTF-10B, RCA transmitter, complete and in excellent condition, presently in operation. Box 857F, B•T.

Auricon super pro 16mm sound camera, single system, plus Ampex 300 recorder with Fairchild pic/sync generator. Sell composite or part. Box 105G, B•T.

1 kw 20T Collins transmitter in first-class condition, like new, plus a 5-year supply of main tubes. Purchased in 1950 and used only 2 years. Call or write Werner Weiss, Chief Engineer, WLIN, Merrill, Wisconsin.

Boothe Leasing Corporation—A national leasing service—which includes everything from store and office fixtures to executive aircraft—whereby you choose the equipment you need—new or used—BLC purchases it from your supplier, and places it in your studio, transmitter and office on flexible lease terms written to meet your specific requirements. Rentals paid under leases drawn as recommended by BLC are tax deductible expense items. Write or call Gene O'Fallon & Sons, Inc., 550 Lincoln Street, Denver 3, Colorado. KEystone 4-8281.

Executive car leasing company—Lease a new 1956 Cadillac for only $155.00 per month—Drive a new 1956 Cadillac without investing one cent. Low rental payments include license, taxes, insurance, registration fee. 100% tax deductible. No waiting for model, color or accessories you want. Other makes 1956 cars can also be leased at much lower rate. Call or write Gene O'Fallon & Sons, Inc., 550 Lincoln Street, Denver 3, Colorado. KEystone 4-8281.

Television equipment: Camera lenses and optics from the world's largest source. Available from our stock. We are prepared to make prompt shipment from extreme wide angle to extreme telephoto. Color corrected, precision mounted optics now used by major chains. Lists available by return mail. Rental—purchase plan for tight budgets. Write Thomas James, Burke & James, Inc., 321 S. Wabash Avenue, Chicago 4, Illinois.

WANTED TO BUY

Stations

Part interest tv operation as manager, sales, program or technical director. Experienced in all phases of radio and television—presently employed in television, 41 years old—excellent references. Box 152G, B•T.

Wanted: midwest radio station—consider all offers. Edward J. Sendzik, 100 North LaSalle, Chicago 2, Illinois.

Vhf television station. Active, responsible purchasers. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Equipment

Wanted to buy: General Electric limiting amplifier, type BA-5-A. State condition, price. Chief Engineer, KHFS, Vancouver, Washington.

Need high-gain used fm antenna. Quote condition and location. Price must be reasonable. Contact KSTN, Stockton, California.

Wanted: 5 kw am transmitter, console, frequency and modulation monitor. Rt. 1, Box 371 P, Medford, Oregon.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-T, 821 19th Street, N.W., Washington, D.C.

FCC first phone license. Start immediately Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

FCC first phone license. Personal coaching guaranteed. Speed course. Monty Koffer, 743 Hendrix Street, Brooklyn 7, N.Y. CL 7-1366.

RADIO

Help Wanted

Managerial

MANAGER

Wanted to 1000 watt fulltime independent sports, music and news radio station in Iowa. This is a going concern, *your job*—keep it going. Salary very good. Manager may buy. Replies confidential, give full details.

Box 109G, B•T

Salesmen

SALES ENGINEER

Broadcast Equipment Sales

Manufacturer has opening for non-traveling sales engineer in midwest home office. Sales experience not absolutely necessary but would be helpful. Technical radio background and familiarity with AM broadcast transmitters, preferably as chief engineer of AM radio station. Please send complete resume with photo to

Box 802F, B•T

TELEVISION

Situations Wanted

Programming-Production, Others

WILLING TO WORK . . . BUT—

I want to do it for a progressive station with a manager who knows what he's doing. I'm young enough to have ideas and enthusiasm, but old enough to have the experience you want in a Program Director, Assistant Manager, or similar supervisor. Seven successful years in Radio-TV. Excellent record and qualifications. Employed, but ready for more responsibility and/or larger market.

Box 946F, B•T

For Sale

Stations

INVESTORS WANTED

New firm entering into Radio and low power TV station operation looking for sincere investors. Circular upon request.

Tripex

Box 37

Bellefonte, Pa.

Equipment

MAKE OFFER

RCA 10KW *Sideband Filter,* and VHF high band, *for sale. . .*

KFSD-TV

San Diego 10, California

FOR SALE—(Cont'd)

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon.

WANTED TO BUY

Equipment

WANTED
Used UHF Equipment

1 kw transmitter, frequency and modulation monitor, film chain and projector, audio and video switching. Master monitor, power supplies, etc. This is a cash deal. Please quote lowest package price and individual prices. Send to

Box 164G, B • T

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes—
Over 1700 Successful Students

MISCELLANEOUS

ATTENTION
TV NEWS DIRECTOR

Sound film interviews of military and tourists in Europe, from your local area. Any assignments welcome. CBS stringer leaving in June. For details and rates write

Box 122G, B•T.

EMPLOYMENT SERVICES

" "

QUOTE AND UNQUOTE

". . . as thorough and as easy to work with as though you were on our own payroll as our personnel director . . ."

Our confidential service often comes to the rescue of Radio and TV Stations and Program Producers anywhere.

Palmer-DeMeyer, Inc. (Agency)
50 E. 42nd Street, N.Y.C.
MU 2-7915

Paul Baron, Dir.: Radio-TV-Film-Adv.
Resumes welcome from qualified people

FOR THE RECORD

(Continues from page 138)

grant of applications for transfer of control of News Pub. Co., licensee of **WLAQ Rome** from Jane F. Mooney, B. H. Mooney Jr., and J. F. Mann, co-executors of estate of B. H. Mooney (deceased) to Burgett H. Mooney Jr., and for renewal of licenses of WLAQ. Action March 30.

KUZN West Monroe, La.—Hearing Examiner Hugh B. Hutchison issued initial decision looking toward (1) denying protest of **KNOE Monroe, La.**, and (2) affirming and reinstating Aug. 31, 1955, grant of application of **KUZN West Monroe** to operate on 1310 kc, 1 kw, D.

OTHER ACTIONS

Connecticut—FCC denied petition by **Brothers Bcstg. Corp., Hartford, Conn.**, to enlarge issues in am proceedings on its application and those of John Deme, d/b as Manchester Bcstg. Co., Manchester, Conn., and Regional Bcstg. Co., East Hartford, Conn., to determine John Deme's financial qualifications. Action April 4.

Groton, Conn.-Bridgehampton, N. Y.—FCC designated for consolidated hearing for new am stations Lawrence A. Reilly and James L. Spates, Groton, to operate on 980 kc, 1 kw D and Thames Bcstg. Corp., Bridgehampton, to operate on 980 kc, 500 w D. Action March 29.

WKXY Sarasota, Fla.—Designated for hearing on application to change from 1 kw, D to 500 w, 1 kw-LS, DA-2, unl. on 930 kc, and for waiver of Sec. 3.28 (c). Action April 4.

Greenville, Ohio—Greenville Bcstg. Corp. designated for hearing on application for new am to operate on 930 kc, 500 w, DA-D; made **WEOL Elyria, Ohio, WBAA West Lafayette, Ind.**, and **WPFB Middletown, Ohio**, parties to proceeding. Action March 29.

Port Clinton, Ohio—News on the Air Inc. designated for hearing on application for new am to operate on 1250 kc, 500 w DA-D; made **WCHO Washington Court House, Ohio**, and **WXYZ Detroit, Mich.**, parties to proceeding. Action March 29.

Elizabethtown, Pa.—FCC denied petition by Musser Bcstg. Co. for review of examiner's denial of previous petition for leave to amend its am application re staffing proposals. Action April 4.

WHVR Hanover, Pa.—FCC advised station that its request to increase D power (1280 kc, 500 w, 1 kw-LS) indicates necessity of hearing. Action March 29.

Bristol, Va.-Tenn.—FCC granted motions by applicants for corrections to transcript of oral argument on applications of Appalachian Bcstg. Corp., Bristol, Va., and Tri-Cities Television Corp., Bristol, Tenn., for new tv to operate on ch. 5. Action April 4.

KTBB Tyler, Tex.—Designated for hearing on application to increase D power from 500 w to 1 kw, operating on 600 kc, 1 kw N, unl.; made **KTBC Austin, Tex.**, party to proceeding. Action March 29.

NARBA Notifications . . .

List of changes, proposed changes and corrections in assignments of Canadian stations mod. appendix containing assignments of Canadian stations attached to Recommendations of North American Regional Bcstg. Agreement Engineering Meeting Jan. 30, 1941.

Canadian Change List #100 **Feb. 20, 1956**

730 kc

Brandon, Manitoba—(New), 10 kw, DA-2, unl. Class II. 1-15-57.

Lethbridge, Alberta—(New), 1 kw, non-DA D. Class II. 2-15-57.

1250 kc

Oakville, Ontario—(New), 1 kw D, 500 w N, DA-1. Class III. 12-1-56.

Routine Roundup . . .

March 29 Decisions

By the Commission

SCA

WMUZ (FM) Detroit, Mich.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

WDUX Waupaca, Wis.—Ordered hearing re application of **WDUX Waupaca**, for mod. of cp shall commence May 28. Action March 23.

By Hearing Examiner Hugh B. Hutchison

KOB Albuquerque, N. M.—Issued announcement with reference to hearing conference to be held April 4 re applications of **KOB Albuquerque** for mod. of cp and for license to cover cp as mod. Action March 27.

By Hearing Examiner J. D. Bond

Anthony Wayne Television Corp., Toledo, Ohio—Denied March 15 petition to remove page limitation on proposed findings of fact in ch. 11 proceeding, Toledo, involving its application and that of Toledo Blade Co. Action March 27.

By Hearing Examiner H. Gifford Irion

Greenville, Ohio—Ordered second prehearing conference be held April 25, and that hearing is continued from April 2 to April 26 re am application of Western Ohio Bcstg. Co., Greenville. Action March 27.

By Hearing Examiner Herbert Sharfman

XETV (TV) Tijuana, Mexico—Upon oral request of protestant **KFSD-TV San Diego, Calif.**, and with concurrence of other parties, ordered further hearing continued from March 27 to March 28 re application of American Broadcasting-Paramount Theatres Inc., for permit to locate, use or maintain broadcast studio or other place or apparatus in United States for production of programs to be transmitted or delivered to **XETV (TV) Tijuana.** Action March 27.

By Hearing Examiner Thomas H. Donahue

Shreveport, La.—On hearing examiner's own motion, ordered hearing re am application of Twin-City Bcstg. Co., Shreveport, is continued from March 28 to April 4. Action March 26.

By Hearing Examiner Elizabeth C. Smith

Radio Starke, Starke, Fla.—Granted petition for extension of time to April 10 to file proposed findings and to April 17 to file reply findings re its am application and that of Reymac Inc., Palatka, Fla. Action March 26.

By Hearing Examiner Basil P. Cooper

Munising, Mich.—Issued order for conduct of hearing re am applications of North Central Bcstg. Co. and Munising-Alger Bcstg. Co., Munising. Following time table has been agreed to: a. All exhibits to be offered in evidence in support of affirmative case shall be exchanged with parties on or before April 23; b. On or before April 30, counsel for each applicant will notify competing applicant by letter of identity of witness or witnesses of competing applicant he desires to cross-examine or subject or subjects he wishes to explore by cross-examination; c. Hearing for introduction of evidence and cross-examination of witnesses identified in b will begin May 7. Action March 28.

By Hearing Examiner J. D. Bond

Anna Bcstg. Co., Anna, Ill.—Granted petition for continuance of hearing re its am application from March 30 to date to be fixed by subsequent order. Action March 28.

By Hearing Examiner James D. Cunningham

Rochester Bcstg. Co., Rochester, Minn.—Granted petition to amend its am application with respect to para. nine of original partnership agreement. Action March 27.

March 29 Applications

Accepted for Filing

Modification of Cp

WCED DuBois, Pa.—Seeks mod. of cp (which authorized change in frequency, power; install DA-2, and change trans. location) for extension of completion date.

WUNC-TV Chapel Hill, N. C.—Seeks mod. of cp (which authorized new educational tv) for extension of completion date to Oct. 6.

KBET-TV Sacramento, Calif.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Nov. 1.

KQTV (TV) Fort Dodge, Iowa—Seeks mod. of cp (which authorized new tv) for extension of completion date to June 23.

KPIC (TV) Roseburg, Ore.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

KREM-TV Spokane, Wash.—Seeks mod. of cp (which authorized new tv) for extension of completion date to July 28.

Modification of Cp Returned

WAPF McComb Miss.—Application for mod. of cp (which authorized change in frequency) for extension of completion date returned. Unnecessary.

Modification of Cp Dismissed

KTIX Seattle, Wash.—Application for mod. of cp (which authorized new am) for extension of completion date dismissed. Unnecessary.

License to Cover Cp

WXEX-TV Petersburg, Va.—Seeks license to cover cp which authorized new tv.

KFDX-TV Wichita Falls, Tex.—Seeks license to cover cp which authorized changes in facilities of existing tv.

Remote Control

KAPB Marksville, La.; KHEN Henryetta, Okla.; WTAW College Station, Tex.

Renewal of License

KSEK Pittsburg, Kan.; KBWL Blackwell, Okla.

April 2 Applications

Accepted for Filing

Modification of Cp

KHEN Henryetta, Okla.—Granted mod. of cp (as mod. which authorized new am station) to change ant.-trans. location.

WSYD Mt. Airy, N. C.—Seeks mod. of cp (which authorized increase power; change hours of operation; change trans. location; make changes in ant. system, and install DA-N) for extension of completion date.

KCCO Lawton, Okla.—Seeks mod. of cp (which

authorized new am) for extension of completion date.

License to Cover Cp

WNBH-FM New Bedford, Mass.—Seeks license to cover cp which authorized changes in licensed station.

WEQR (FM) Goldsboro, N. C.—Seeks license to cover cp which authorized changes in licensed station.

KTVA (TV) Anchorage, Alaska—Seeks license to cover cp which authorized new tv.

WTVJ (TV) Miami, Fla.—Seeks license to cover cp which authorized changes in facilities of existing tv, and to specify studio location at 316 N. Miami Ave., Miami.

WMTI (FM) Norfolk, Va.—Seeks license to cover cp which authorized new educational fm.

KFDM-TV Beaumont, Tex.—Seeks license to cover cp which authorized new tv.

WAPF McComb Miss.—Seeks license to cover cp which authorized changed frequency.

Remote Control

WGHM Skowhegan, Me.; WNBH-FM New Bedford, Mass.; WIRE Indianapolis, Ind.; WDVA Danville, Va.; WHEE Martinsville, Va.

Renewal of License

KSOK Arkansas City, Kan.; KTSW Emporia, Kan.; KCLO Leavenworth, Kan.; WREN Topeka, Kan.; KFH Wichita, Kan.; KWBB Wichita, Kan.; KLMS Lincoln, Neb.; WJAG Norfolk, Neb.; KIHN Hugo, Neb.; KVOO Tulsa, Okla.; KOWH Omaha, Neb.; KNED McAlester, Okla.; KTOK Oklahoma City, Okla.; WBBZ Ponca City, Okla.

Renewal of License Returned

KBEL Idabel, Okla.—Application for renewal of license returned (re: notary signature).

KBIX Muskogee, Okla.—Application for renewal of license returned (Sec. II dated after notarization).

KVIN Vinita, Okla.—Application for renewal of license returned. (Name incomplete.)

Modification of License Returned

KIMA Yakima, Wash.—Application for license to change name of licensee to Cascade Bcstg. Co. returned. (Filed in wrong name.)

SCA

WBAI (FM) New York, N. Y.

April 3 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of March 30

KJFJ Webster City, Iowa—Granted permission to sign-off at 6:30 p.m., CST, during April through August.

Following were granted extensions of completion dates as shown: **KREM-TV Spokane, Wash.**, to 7-28-56; **KPIC (TV) Roseburg, Ore.**, to 10-25-56; **KSLM-TV Salem, Ore.**, to 9-27-56; **KTTS-TV Springfield, Mo.**, to 7-17-56; **KSTF (TV) Scottsbluff, Neb.**, to 10-18-56; **WSLA (TV) Selma, Ala.**, to 10-24-56; **WBNS-TV Columbus, Ohio**, to 6-18-56.

Following stations were granted authority to operate trans. by remote control: **WGHM Skowhegan, Me.: WTAW College Station, Tex.; KAPB Marksville, La.; WFMJ Daytona Beach, Fla.**

Actions of March 29

WACH Newport News, Va.—Granted permission to remain silent until June 1 pending financial reorganization re bankruptcy.

WOBS Jacksonville, Fla.—Granted assignment of cp to Rounsaville of Charlotte Inc.

KXGI Fort Madison, Iowa—Granted permission to sign-off at 6:15 p.m. or at regular local sunset, whichever is earlier, from April through October.

WBYS Canton, Ill.—Granted permission to sign-off at 6 p.m., CST, during April through September with provision that it may stay on air up to regular sign-off hours when necessary.

KLKC Parsons, Kan.—Granted permission to sign-off at 6:30 p.m. during April through August.

WDYK Cumberland, Md.—Granted cp to change ant.-trans. and studio location.

WGGG Gainesville, Fla.—Granted cp to make changes in ant. system.

Following were granted extensions of completion dates as shown: **WCED DuBois, Pa.**, to 5-28-56, conditions; **KQTV (TV) Fort Dodge, Iowa**, to 7-3-56; **KTTS-FM Springfield, Mo.**, to 6-1-56.

Actions of March 28

WPLY Plymouth, Wis.—Granted permission to sign-off at uniform time of 6 p.m. during April through Sept. of each year during its current license period.

KHEN Henryetta, Okla.—Granted authority to operate trans. by remote control from 123-125 N. Fifth St.

WPGC Morningside, Md.—Granted extension of completion date to 7-20-56.

KGON Oregon City, Ore.—Granted extension of completion date to 5-1-56; conditions.

Actions of March 27

KGW Portland, Ore.—Granted mod. of license to change name to Pioneer Bcstg. Co.

WINK-TV Fort Myers, Fla.—Granted license for tv station; ERP: vis. 11.7 kw, aur. 5.89 kw (ch. 11).

WDEF-TV Chattanooga, Tenn.—Granted license for tv station; ERP: vis. 105 kw, aur. 52.5 kw (ch. 12).

WTVP (TV) Decatur, Ill.—Granted license for tv station; ERP: vis. 174 kw, aur. 93.3 kw (ch. 17).

WMTW (TV) Poland Spring, Me.—Granted license for tv station; ERP: vis. 105 kw, aur. 52.5 kw (ch. 8).

WYZE Atlanta, Ga.—Granted license for am station.

KMJ-TV Fresno, Calif.—Granted license for tv station (ch. 24) and to change studio location.

WMBR-TV Jacksonville, Fla.—Granted license covering changes in facilities of tv station; ERP: vis. 91.2 kw, aur. 49 kw.

WFBS Fort Walton Beach, Fla.—Granted mod. of cp to change studio location and remote control point to Miramar Hotel, Main St., Fort Walton.

KTLV (TV) Portland, Ore.—Granted mod. of cp to change corporate name to Pioneer Bcstg. Co.

Following were granted extensions of completion dates as shown: **WOOK-TV Washington, D. C.**, to 7-16-56; **WDBO-TV Orlando, Fla.**, to 10-23-56; **WTVH (TV) Peoria, Ill.**, to 10-13-56; **WFAA-TV Dallas, Tex.**, to 10-24-56; **KOAT-TV Albuquerque, N. M.**, to 10-15-56.

Following stations were granted authority to operate trans. by remote control: **WNBH-FM Fairhaven, Mass.; KCLV Clovis, N. M.; KJOE Shreveport, La.; KLX Oakland, Calif.**

Actions of March 26

KLOV Loveland, Colo.—Granted permission to operate from 6 a.m. to 6 p.m. April through October, MST.

KBRK Brookings, S. D.—Granted permission to sign off at 7 p.m. daily April through August.

KBYR Anchorage, Alaska—Granted license covering change of facilities and changes in ant. system.

WMUZ (FM) Detroit, Mich.—Granted license for fm station.

KRSN-FM Los Alamos, N. M.—Granted license for fm station.

WVCG Coral Gables, Fla.—Granted cp to operate trans. by remote control from 223 Aragon Ave.

WHIS Bluefield, W. Va.—Granted extension of completion date to 7-10-56.

April 4 Decisions

BROADCAST ACTIONS

By the Commission

Granted Renewal of License

KBNZ La Junta, Colo.; WCOW South St. Paul, Minn.; KIHO Sioux Falls, S. D.; KWNO Winona, Minn.

April 4 Applications

ACCEPTED FOR FILING

Modification of Cp

WCBE (FM) Columbus, Ohio—Seeks mod. of cp (which authorized new educational fm) for extension of completion date.

KHAD-TV Laredo, Tex.—Seeks mod. of cp (which authorized new tv) to extend completion date to May 20.

WNMP Evanston, Ill.—Seeks mod. of cp (which authorized change in ant., trans. and studio locations) for extension of completion date.

WMES Union City, Tenn.—Seeks mod. of cp (which authorized new am) for extension of completion date.

WDTV Cruz Bay, Virgin Islands—Seeks mod. of cp (which authorized new am) for extension of completion date.

WCKT (TV) Miami, Fla.—Seeks mod. of cp (which authorized new tv) to make ant. and other minor equipment changes. Ant.: 955 ft.

Cp

KELO Sioux Falls, S. D.—Seeks cp to install new combined am-tv tower (increase in height).

License to Cover Cp

WGHM Skowhegan, Me.—Seeks license to cover cp which authorized new am.

License to Cover Cp Returned

WABV Abbeville, S. C.—Application for license to cover cp which authorized new am returned. (Full name of licensee not given.)

Remote Control

WRAW Reading, Pa.

Renewal of License

KLKC Parsons, Kan.; KCSH Chadron, Neb.; KADA, Ada, Okla.; KUSH Cushing, Okla.; KOMA Oklahoma City, Okla.; KAKC Tulsa, Okla.; KTUL Tulsa, Okla.; KWSH Wewoka, Okla.; KVGB Great Bend, Kan.; KOFO Ottawa, Kan.; KTOP Topeka, Kan.; KCUE Red Wing, Minn.; KLIN Lincoln, Neb.; KSEO Durant, Okla.; KGLC Miami, Okla.; KBYE Oklahoma City, Okla.; KOME Tulsa, Okla. (resubmitted); **KSIW Woodward, Okla.; KJBC Midland, Tex.**

SCA

WCAU-FM Philadelphia, Pa.

UPCOMING

APRIL

April 9: RAB Clinic, Kansas City, Kan.
April 10: RAB Clinic, St. Louis.
April 11: RAB Clinic, Peoria, Ill.
April 11-13: Institute of Radio Engineers Seventh Region Technical Conference, Hotel Utah, Salt Lake City.
April 12-14: Southern California Adv. Agencies Assn., Oasis Hotel, Palm Springs.
April 12: RAB Clinic, Chicago.
April 13: RAB Clinic, Cleveland.
April 13-14: 10th Annual Spring Television Conference, sponsored by Cincinnati Section of the Institute of Radio Engineers, Cincinnati.
April 15-19: NARTB Annual Convention, Conrad Hilton Hotel, Chicago.
April 16-18: Alpha Epsilon Rho, national radio-tv fraternity, national convention, Columbus, Ohio.
April 20: American Council for Better Broadcasts, annual convention, Deshler-Hilton Hotel, Columbus, Ohio.
April 23: RAB Clinic, Salt Lake City.
April 24: RAB Clinic, Denver.
April 25: RAB Clinic, Omaha, Neb.
April 26: RAB Clinic, Des Moines, Iowa.
April 26-29: American Women in Radio & Tv Convention, Hotel Somerset, Boston.
April 26-28: American Assn. of Advertising Agencies Annual Meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.
April 27: RAB Clinic, Cedar Rapids, Iowa.
April 29-May 4: Society of Motion Picture-Television Engineers Spring Convention, Hotel Statler, New York.
April 30: RAB Clinic, Raleigh, N. C.
April 30-May 2: Assn. of Canadian Advertisers Royal York Hotel, Toronto.

MAY

May 1: RAB Clinic, Charlotte, N. C.
May 2: RAB Clinic, Evansville, Ind.
May 3: RAB Clinic, Indianapolis, Ind.
May 3-4: International Adv. Assn., annual convention, Hotel Roosevelt, New York.
May 4: RAB Clinic, Columbus, Ohio.
May 8: RAB Clinic, Philadelphia.
May 10: RAB Clinic, New York.
May 13-19: National Radio Week.
May 16-18: Pennsylvania Assn. of Broadcasters, Pocono Manor.
May 20: Radio Old Timers, Conrad Hilton Hotel, Chicago.

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

CHECK ONE

☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Please send to home address — —

Ernie's Clinker

IT'S pretty obvious that Ernie Jones, president of MacManus, John & Adams, pulled a clinker with his proclaimed doubts about television's qualifications as a "prime" advertising medium for automobiles and other durable goods [B•T, April 2].

The unvarnished truth, of course, is that his agency has never used television as a "prime" medium for its heavy goods clients. MacManus, John & Adams, admittedly influential in the automobile field, has been primarily a print agency. Cadillac, which it represents, has tried tv scarcely at all. Pontiac, its other automobile client, has never employed the "new" medium on a scale anywhere near its devotion to newspapers and magazines.

Mr. Jones, then, clearly was passing judgment on a case he had not tried. More than that, we cannot resist the thought that Pontiac's experience with television, such as it has been, must have contributed to the views he expressed. Pontiac and MJ&A have not been especially fortunate in their tv ventures of recent years. Witness their current effort, *Playwrights 56*, a generally commendable program occupying what may well be the toughest time period in network television today—opposite the front-running *$64,000 Question*. Against this sort of opposition, Pontiac's program has suffered in station clearances—116 stations against 164 for *$64,000 Question*—and consequently in audience as well. MacManus, John & Adams must be commended for its daring in such scheduling, but all television should not be held up as the goat if the gamble did not pay off as well as hoped for.

Elsewhere in these pages, a number of Mr. Jones' colleagues and competitors take issue with him in varying degrees of disagreement. Without elaborating here on what they say, we are tempted to note that one car manufacturer, American Motors, conducted a survey which showed that, of all of its Rambler buyers who said they first heard of the car through some form of advertising, more than half said they were led to it by television.

We are heartened to see that Mr. Jones, despite his doubts about television's ability with heavy goods, clearly recognized its worth with smaller items. We were glad to hear that even his doubts did not mean that Pontiac will not be back in tv next year. Before he writes tv off as a prime medium for heavy goods, however, he should at least give it a prime try. When more than half of the advertising-conscious buyers of any car—even a competitor's—give television first credit among media, then television is a "prime" medium and is entitled to be used as such.

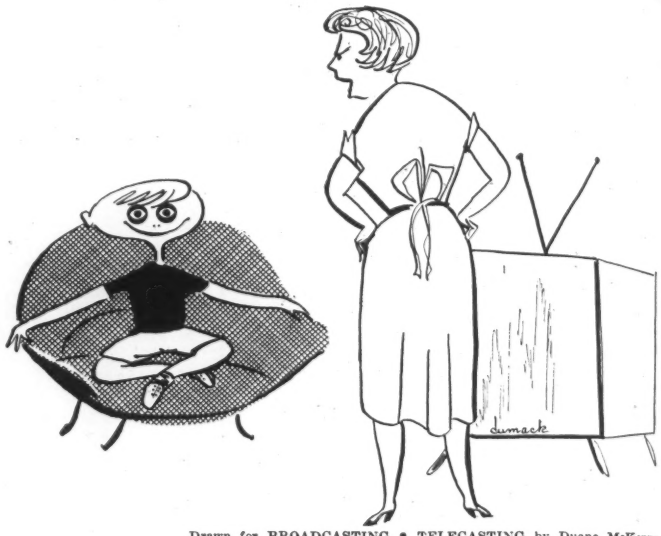
That Renewal Quandary

THE FCC could save itself and the nation's broadcasters a lot of time and tribulation if it quit counting spot announcements or, short of that millenium, revised its outmoded station license renewal forms.

Without conceding that the FCC has either the legal or moral right to undertake mathematical appraisal of commercial versus sustaining programming, we feel constrained to point out that the existing license renewal form (303) hasn't been changed since 1947. It was then that television began to move and subsequently brought about revolutionary changes in radio programming and in station operating practices. Radio network schedules, which had been dominant, today do not bear the slightest resemblance to those in the pre-tv era. Network-affiliated stations revised their operating formats and now generally concentrate on local and national spot business.

In the pre-tv era, the most desirable spots were those adjacent to the top-rated network programs. The 20-second chain break was in great demand. The extent to which that has changed is well established. The radio vogue now is the one-minute spot.

Form 303 (applicable both to radio and tv) divides the broadcast week into 15 minute periods. The applicant for renewal is required to specify the number of "14½ minute periods" within each 15 minute block in which no, one, two, three, four or five or more spot commercials were broadcast, along with a mathematical



Drawn for BROADCASTING • TELECASTING by Duane McKenna
Idea submitted by Charles Vanda, WCAU-TV Philadelphia

"Well, if you won't go out to play, at least change channels once in a while!"

count of the number of spot announcements used. Excluded are non-commercial spot announcements, call letter announcements and promotional announcements for sustaining programs.

Why the "14½ minute" segment? Or the 15 minute period? It may have been the natural programming break before tv, but it isn't today. If the FCC feels it must continue to count spot announcements, in appraising the "public interest" of renewal applicants, it ought to be more realistic about it. For example, a 14 minute segment, in the light of the heavy use of one-minute announcements, would reduce the commercial percentage in the 15 minute time bracket. And who would be hurt if a spot runs one minute, instead of 20 or 30 seconds?

If the FCC is concerned about bait-switch or fraudulent advertising, there are criminal statutes which can be invoked. If a station is adjudged guilty of violating the criminal laws, the FCC would have ample ground upon which to appraise its competence as a licensee.

While on the matter of 303, there's another outmoded rule which the FCC should reconsider. Stations, to boost audience, use promotional announcements at breaks for upcoming programs. If the service announcement is for a sustaining program, it isn't counted as "commercial." But if it's for a sponsored program, it is charged to commercial, even though the station derives no revenue from it.

There are other inequitable provisions in form 303, notably those defining program categories, and which have resulted in renewal citations for purported "imbalance." We contend that many commercial programs are "public service" in character and it shouldn't matter whether or not they are sponsored.

For example, last week in Washington the Advertising Council called for an increase of 20% in the volume of advertising devoted to public service over the estimated $125 million donated last year. Radio and tv stations donate millions in time for these campaigns, and radio and television advertisers additional millions in their "commercials." When the advertiser pays, even though he isn't selling his own goods or services, it becomes "commercial" under 303.

The FCC has held that it isn't invoking censorship when it seeks programming information on renewal. We happen to think otherwise. So you do the best you can with what you have.

Thus, we suggest to the FCC that, in the weeks ahead, it consider up-dating and modernizing its renewal form to meet conditions as they exist in a field that has undergone radical change. Delegates to the NARTB convention in Chicago next week should be prepared to ask members of the FCC about this and other matters disturbing them during the FCC Q and A Panel scheduled for Tuesday, April 17.

WBAL-TV

NBC

Channel 11 • NBC in Maryland

the sales-sizzling

"QUIZ CLUB"

monday thru saturday

Here's an hour long, six day a week audience participation show that is wildly successful! Emcees Brent Gunts and Jay Grayson are great favorites in Maryland. In a recent contest offer on the program 29,847 viewers responded in a few short days! You can "buy in" on this successful show—any day or every day.

On "Quiz Club"—Sponsors A, B and C are in their third year, Sponsors D and E in their second, and Sponsors F, G, H and I in their first.

WE'LL TALK TO YOU IN TERMS OF

RESULTS

Nationally Represented by Edward Petry Co.